House Beautiful

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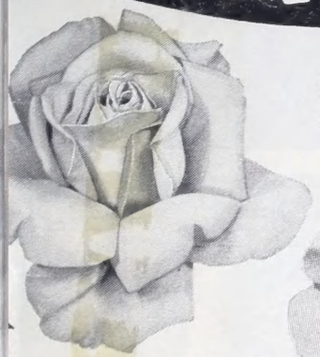
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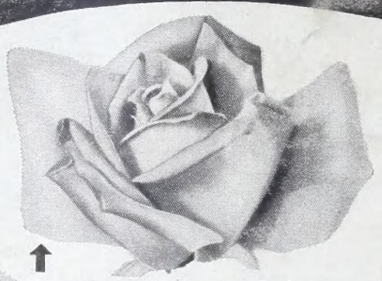
A FEW OF THE JACKSON & PERKINS STYLE LEADERS FOR 1954



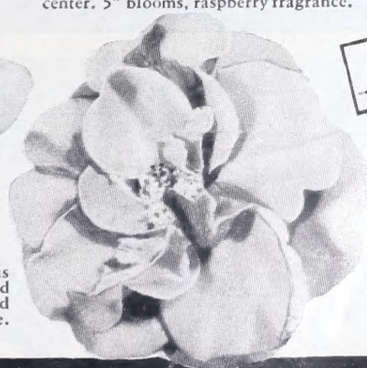
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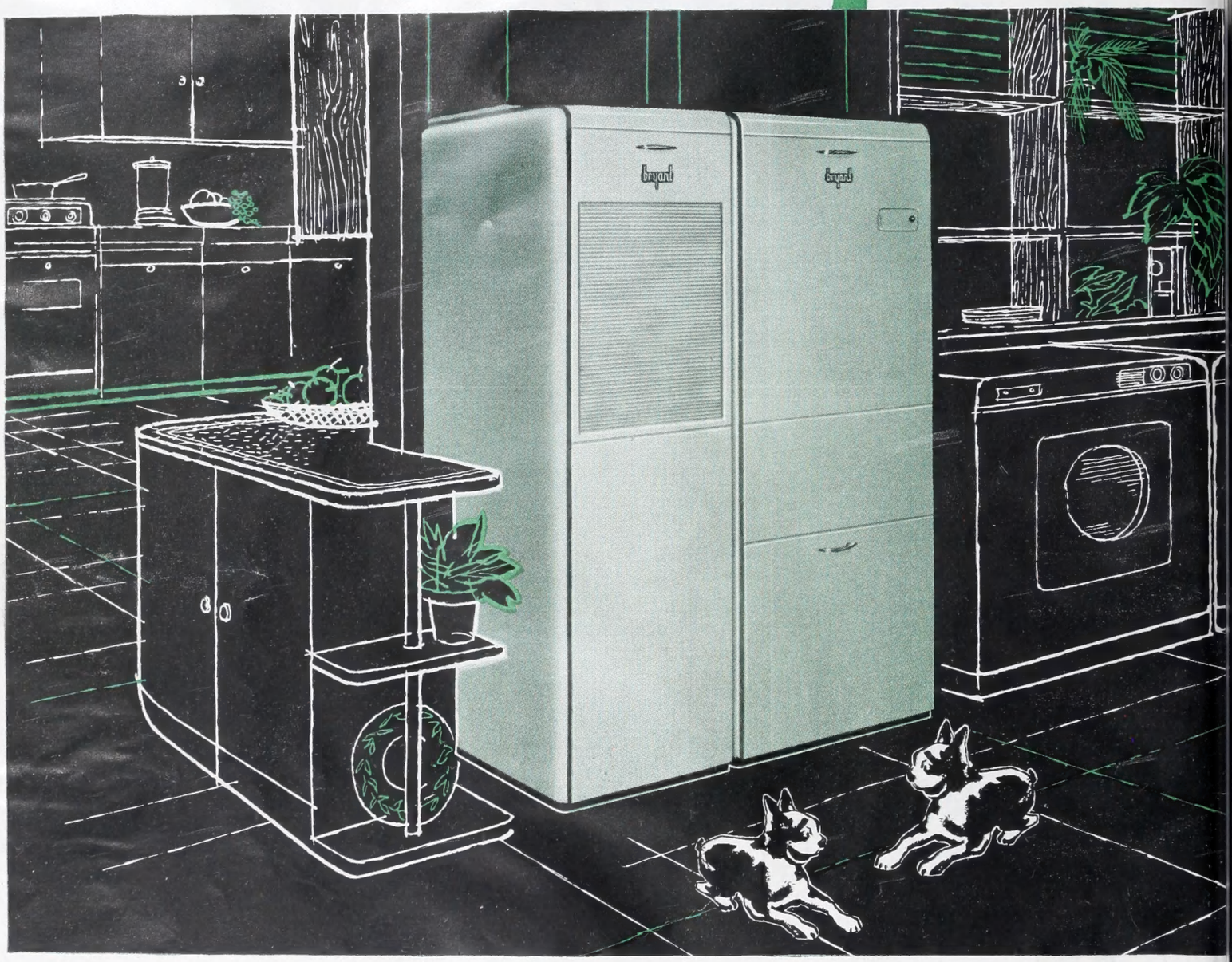
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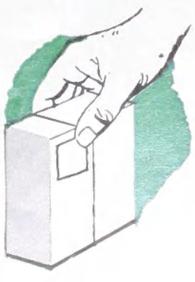
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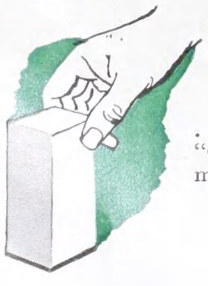
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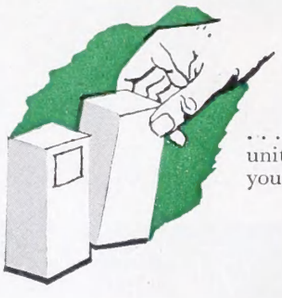
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You can install both heating and cooling units initially . . .



. . . or install only the "Command-Aire" furnace member (gas or oil) . . .



. . . then add the coolin unit later according t your convenience.

YEAR 'ROUND HOME·AIR CONDITIONING

"Command-Aire" Twins



never before

THE OPPORTUNITY TO ENJOY YEAR 'ROUND HOME CONDITIONING FOR SO LITTLE—Bryant's new "Command-Aire" Twins take year 'round home conditioning out of the "luxury" class . . . make it possible for you to enjoy pleasant relief from summer's heat, as well as winter's cold, at a price millions can afford—for as little as $5.94 per month added to your mortgage.

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"With the 'Twins' it finally becomes practical to bring *year 'round* instead of part-time comfort to new homeowners."
Mr. Marcel Robins, builder of luxurious homes in White Plains and Scarsdale, N.Y.



"On top of real comfort, the 'Twins' give new home buyers low-cost insurance against obsolescence in their homes . . . resale value stays high!"
Mr. Wm. Ochse, prominent San Antonio builder, a Director of the National Home Builders Assn.

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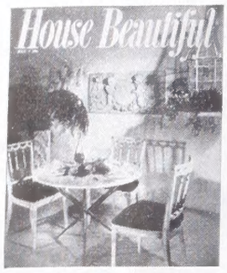
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Cleveland 10, Ohio

I would like more information on this new, practical method of year 'round home conditioning.

Name_____

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City & State_____



PHOTOGRAPH BY MAYNARD PARKER

This issue is given to light and the legion of ways it can comfort your eyes and beautify your home. On our covér see it as the great dramatizer, adding the elegance of brilliance and shadow to an already elegant setting by Taylor/Mihailoff.

House Beautiful

VOL. 95 N

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVIN

JULY 1953

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Original new cocktail table, available through Fox Products, Inc., Chicago, Illinois

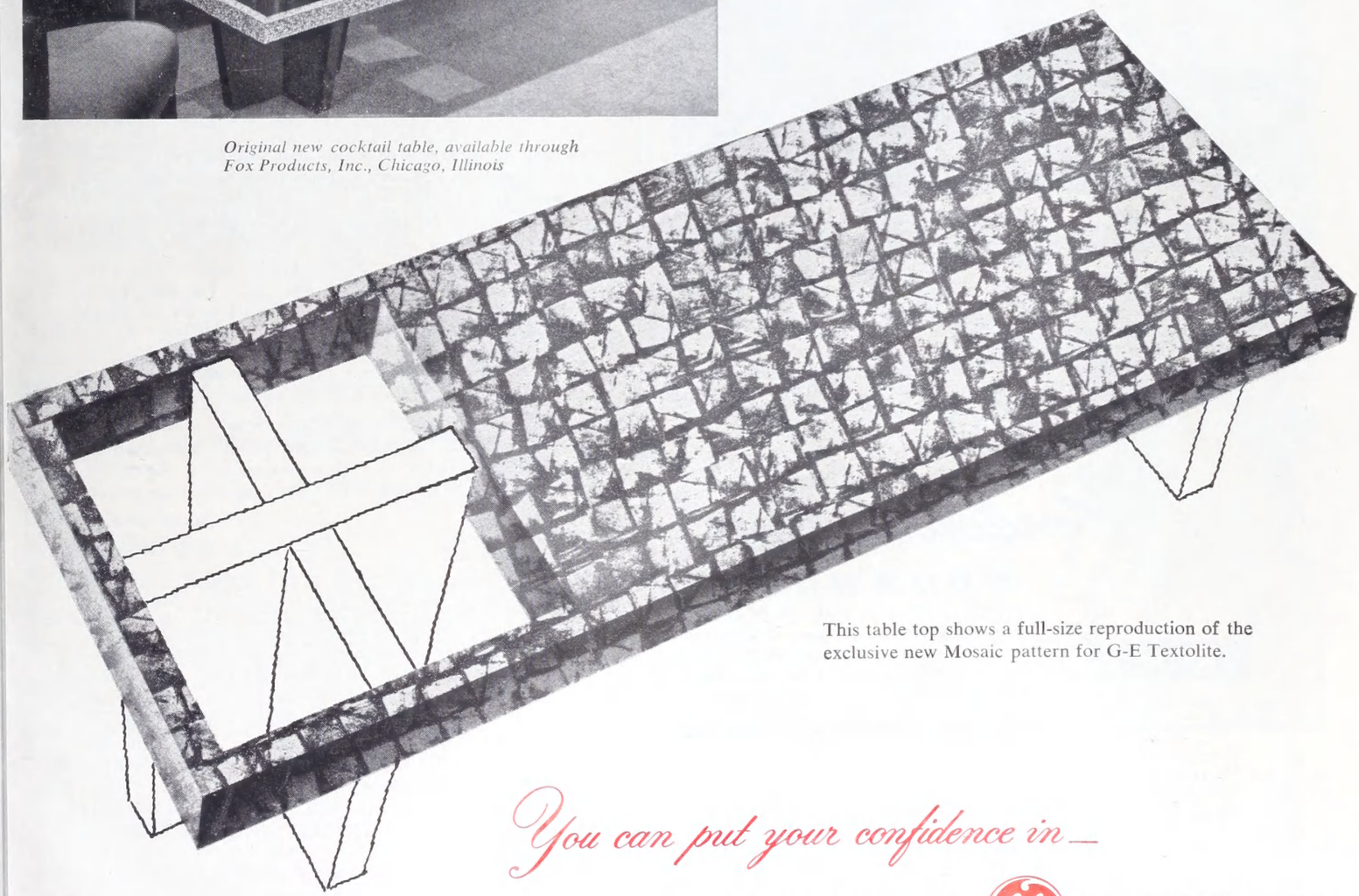
HERE'S AN EXAMPLE of a new modern pattern in G-E Textolite surfacing. It's the brand-new Mosaic on a distinctive cocktail table manufactured by Fox Products, Inc. The entire finish is made with the *same* durable plastics surfacing so highly prized for sink and counter tops, dinettes, and lovely bathroom vanities. And it offers the same resistance to heat, stains, and scratches . . . the same fine finish that's so easy to clean with just a damp cloth.

Ask your G-E Textolite distributor or dealer about the many places in your own home where you can take advantage of the beauty and durability of G-E Textolite plastics surfacing. You have dozens of patterns to select from—all designed to add life to your home.

WANT NEW IDEAS FOR YOUR HOME?

Write for the free full-color booklet describing G-E Textolite: General Electric Company, Section 320-5B, Chemical Division, Pittsfield, Mass.

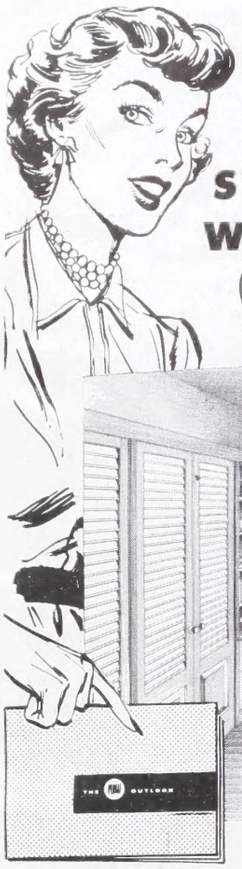
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This table top shows a full-size reproduction of the exclusive new Mosaic pattern for G-E Textolite.

You can put your confidence in—

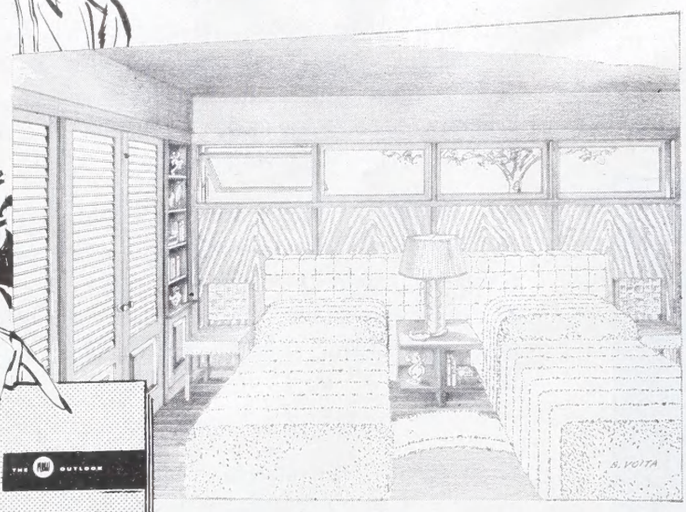
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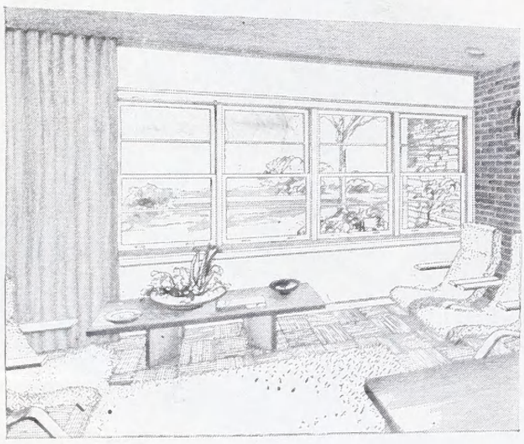
IDEA!

STRETCH A BEDROOM WITH AWNING WINDOWS

(but be sure they're Ponderosa Pine)



Here's the way to get more wall space for furniture placement in your bedroom! Use a strip of awning windows as shown above. But be sure your awning windows are Ponderosa Pine, for these wood windows discourage condensation, and can be efficiently weather-stripped. Many are preservative, water repellent treated at the factory to further enhance their long life.



IDEA!

Combine a view with adequate ventilation by using modern type, horizontal light Ponderosa Pine windows in groups like this. These windows cannot rust or corrode. Their surface forms a long-lasting bond for paint or other finishes.

Ponderosa Pine WOODWORK

Planning to build or remodel? Then you'll want this Ponderosa Pine window idea book—full of fresh, modern and inspiring ways to use the many different styles of Ponderosa Pine windows. Mail the coupon!

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Please send me your booklet "The New Outlook." I enclose 10 cents.

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More Readers' Mail on:

"The Threat to the

In April, in an article titled, "The Threat to the Next America," we tried to expose a new Cult of Austerity, the Bauhaus-International Style. We discussed its Cubist-fixation, its irrationality, its dogmatism, its fantastic publicity. We said it could lead to a cultural dictatorship and eventually to a totalitarian state, if its block-house architecture and design for subsistence living were to prevail. (You might turn to page 87 of this [July] issue and read the opinion of Frank Lloyd Wright on the same subject.)

The mail is still running heavy on "The Threat" and heavily in our favor. Here are some excerpts:

Your article is most irresponsible and insidious when your audience is considered. A readership of architects has the background to evaluate your line as I have done, but the general public can only take your words for a responsible report. If your magazine were a democratic forum of homemaking ideas and opinion, you would publish some of the responses your article elicited . . .

EDWARD FARRELL, *Architect*
Los Angeles, California

Many of the architects have also been "watching it for several years," sometimes in silence and sometimes in seemingly useless criticism. Here in California, where we have much of the best as well as the worst architecture, the designers of the really fine houses are, for the most part, quiet people who dislike discussions and are soon silenced by the publicity-loving followers of the extremely modern style. . . . You have done a wonderful thing for our profession, as well as for the people of the United States . . .

ROSE CONNOR, *Architect*
Pasadena 1, California

You have rendered a great public service both to the architectural profession and to those planning to build homes, through your brilliant article. . . . This presentation is courageous, timely, and above all provocative. My congratulations to you!

FRANCIS KEALLY, *Architect*
Past President, N. Y. Chapter AIA

You have my congratulations for what I consider the best written exposé of synthetic flat-bosomed architecture (?) yet produced. Your ability and courage to put into words what I am sure so many of us deeply feel provides a tremendous lift and inspiration. It should make the Mies and Gropius boys bury their heads in their shame, but they probably will not because most of them do not even have the ability to comprehend you. Since Harwell Harris has invited me to make the commencement address to his June graduating class at the University of Texas, I have been wondering what I should say. Your "Threat to the Next America" is the best possible message I could deliver to these young hopefuls and with your permission, I would like to use it.

For those of us who are waging the struggle for organic architecture, your dissertation is most appropriate and timely, and I hope not too late. . . .

KARL KAMRATH, *Architect*
Houston, Texas

Next America"

It is refreshing to see a magazine assuming the viewpoint that the good architect should have. As you have pointed out, too many magazines have regarded the shape and appearance of things as arbitrary styling rather than as natural results.

I am particularly pleased with the current issue, which points out the fallacies inherent in the international school. Perhaps it is something that architects cannot say too strongly because of ethical considerations, though we all know that the one thing that has held modern design back is the failure of those buildings which have been designed with only one phase of the whole in mind. In the case of the Europeans they are overly concerned with an articulated structure and forget almost completely the human family who is to live there. . . . More power to you! . . .

L. Morgan Yost, *Architect*
Kenilworth, Illinois

Have just bought an extra copy of the April number so that I can store it away for future reference. It will become an historical document—a sort of declaration of independence for honest architects and bewildered clients. I expect the other copy to be worn out within a month by avid readers. . . .

John A. Bryan, *Architect*
St. Louis, Missouri

. . . congratulations on your excellent article of the "international style house." You have capably put into words what a great many think but through lack of courage or ability to express themselves, have kept silent. The emphasis placed on these designs by most publications makes one begin to wonder if this is the only acceptable solution to the house program. . . .

Joe E. Smay, *Architect*
Norman, Oklahoma

Amid all the editorial accolades to the international stylists, your "Threat to the Next America" comes as a fearless thesis. . . . You will be upbraided by all the small disciples who have learned to deftly apply their one formula to any and all situations—applicable or not. . . . Congratulations for the most valuable article on contemporary architecture yet published —anywhere. . . .

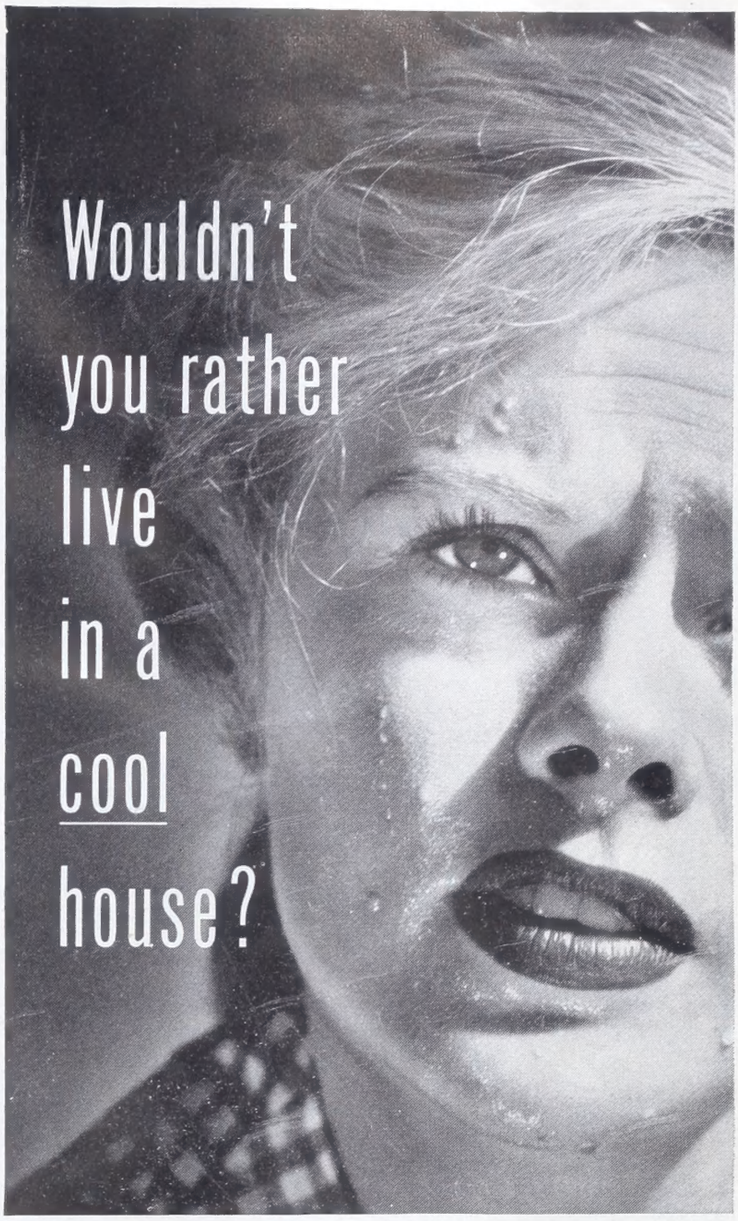
Bernard H. Bradley, *Architect*
La Grange, Illinois

Your timely blast at the international school is refreshing. After working for many years with Frank Lloyd Wright whose architecture is profound, indigenous, and creative, we have been sickened by recent intellectual palaver about the glass box. As you so aptly point out, a sense of shelter and good creative design are much more important to the American people than the "fish bowl" poverty of ideas. Building by intellectual rationalization comes from inadequacy and creative frustration. To build organically is the triumph of fully developed man. . . .

Peter (and Cornelia) Berndtson, *Architect*
Jennerstown, Pennsylvania

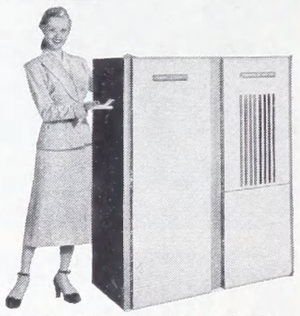
If the actual dollar volume of execution of the "avant-garde" were in any way measured against that of the good modern designers, I think the public would be astonished especially in the light of the disproportionate amount of publicity given the two groups.

(*Please turn to next page*)



NEW G-E AIR CONDITIONER COOLS YOUR ENTIRE HOME!

How much longer must your family suffer hot-weather torture? Now you can enjoy complete G-E Year-Round Air Conditioning in your *entire* home for about $1,000 more than just heating alone, only six dollars a month extra, when included in your mortgage! Models for every home and climate. Electric refrigeration for cooling...gas or oil for fuel-thrifty heating. You may buy: (1) Complete G-E Cooling and Heating; (2) G-E Cooling alone, used with your present furnace and ducts; or (3) G-E Heating System alone, add G-E Cooling later.



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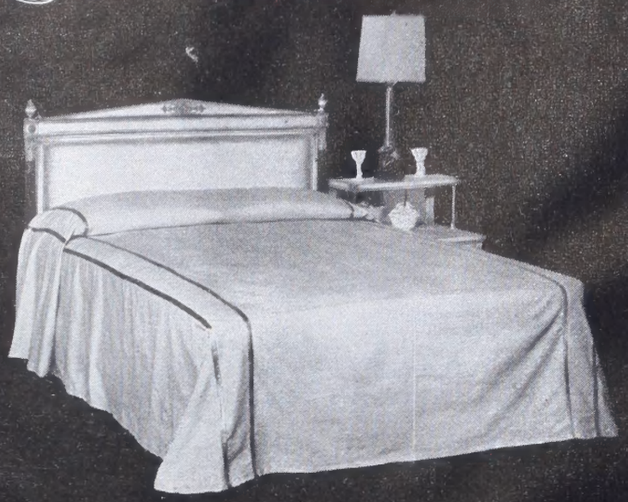
Tell me more about G-E Year-Round Air Conditioning. Send free booklet, "Spring in your home." I am ☐ Home owner ☐ Architect ☐ Builder ☐ Student.

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CONSULATE *bedroom*



This bed and night-stand from our Consulate group of Directoire-Empire bedroom furniture is pictured in the antiqued white old vellum finish. Also available in imported Swiss pearwood veneers.

CORONATION *dresser*

Included in our Unite French Provincial group is this 78" triple dresser with mirror. The finish is of antique grey white with French floral decorations.



At better furniture and department stores. Send 3-cent stamp to Dept. B for booklet.

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PROVENCE

Triple Dresser

This triple dresser and mirror #1306 from our Provence group of French Provincial bedroom furniture is finished in antique white with French floral decorations. At leading furniture and department stores.



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MORE READERS' MAIL ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PRECEDING PAGE

All movements can be for the good except for the great danger of this group due to the tremendous influence it is having upon our students due to their academic activities. I hope that yours is opening a blast that will be carried on to bring the public's thinking back in proportion. . . .

HARPER RICHARDS, *Architect*
Chicago, Illinois

Congratulations on your masterful editorial on the gross misapplication of form and function which has been so prevalent in recent years in some designers' ideas of Modern Design. Let's keep some of our old traditions where they don't interfere with true functional planning and good taste. . . .

EUGENE D. DRUMMOND, *Architect*
Jackson, Mississippi

My congratulations . . . for deciding to speak up! I look forward to more of the same . . .

ARTHUR H. BROOKS, JR., *Architect*
Cambridge, Massachusetts

YOUR CLEAR THINKING STAND AGAINST THE PURISTS IS THE BEST YET . . .

BLAINE DRAKE, *Architect*
Phoenix, Arizona

. . . cheers to you and your brave stand . . .

F. BOURN HAYNE, *Architect*
San Francisco, California

I have just read your article, and I would like to enter a strong protest on behalf of that style which you brand as cold, barren, austere and unlivable.

We live in a house designed by James Speyer, Associate Professor of Architecture at Illinois Institute of Technology. We have a couple of very lively boys, and after two years all our illusions are intact. We are completely happy, satisfied, and comfortable—and this in spite of breaking a few of the rules. Our view, for example, opens to the west, so we have 48 feet of glass on that side, and we have not roasted even though we found in the middle of last summer that the furnace had not been turned off. Also, I can't see the necessity for an overhang on the south. The angle of the sun adjusts the amount of light we get. Our bedroom, for example, which has about 200 square feet of glass, is flooded with light in December, but in the summer when the sun is overhead, no direct rays come in except in the early morning.

In the seven years since we first started planning our house we have naturally seen a great deal of Mr. Speyer and a certain number of the other men on the faculty of the architectural school, including Mr. Van der Rohe. I can assure you that they seem to have no desire to be cultural Svengalis. I don't remember ever hearing Mondrian mentioned. I have heard the phrase "Less Is More" referred to perhaps twice as a sort of riddle of Mies's. . . .

MRS. STANLEY G. HARRIS, JR.
Glencoe, Illinois

Of course there are undoubtedly persons for whom a cage of glass in the country may be the perfect environment. The wonderful thing about American architecture is that it is broad enough to allow almost all kinds of expression—provided the client is honest and strong and demands what he wants and not what he is told to want! . . .

TALBOT HAMLIN, *Avery Librarian*
Columbia University

. . . the whole article voices doubts and reactions that I have had in my mind for some years, but which I haven't been able to (OR DARED!) put on paper.

Go to it! The public needs "telling". . . .

JAMES EPPENSTEIN, *Architect*
Chicago, Illinois

(*Please turn to page 92*)

You can afford the beauty of wood paneling

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Weldtex, often called "Combwood," is the name of this wonder Weldwood paneling. Look at it. The natural beauty of the wood has been enhanced by striating the surface . . . giving it a three-dimensional effect which adds depth and personality.

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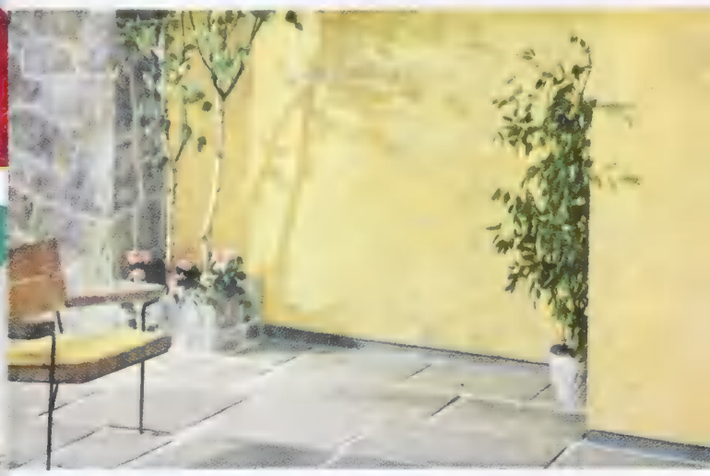
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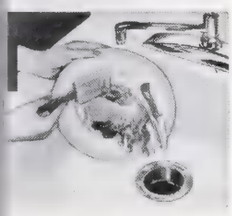
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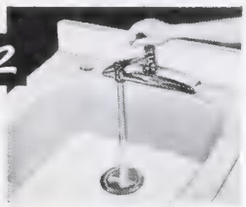


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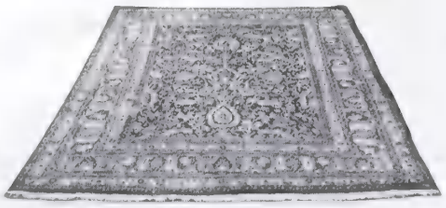
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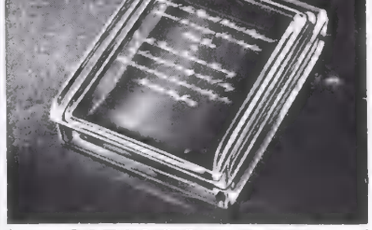


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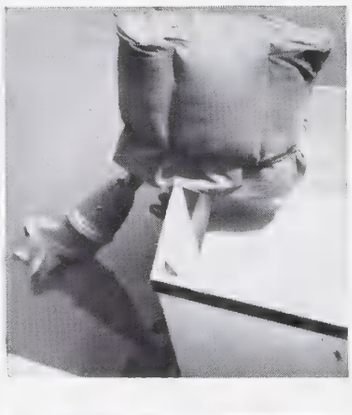


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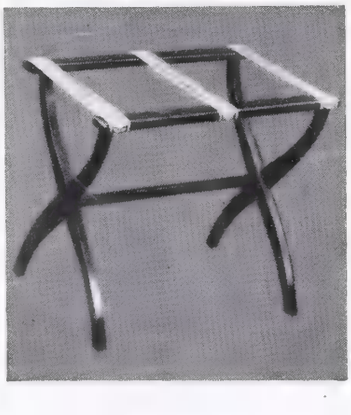
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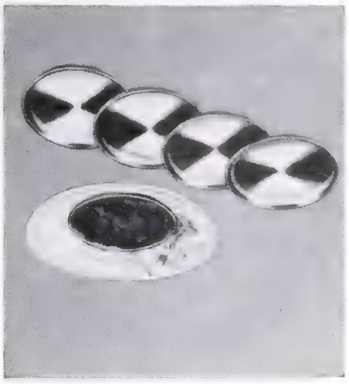
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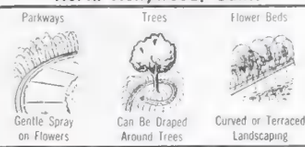
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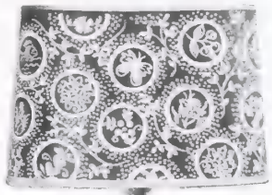


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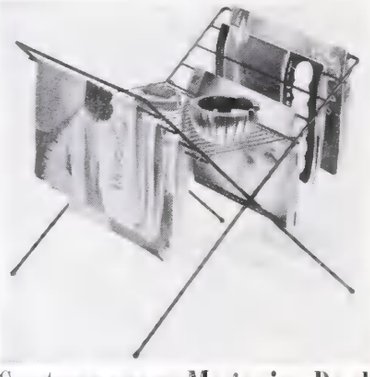




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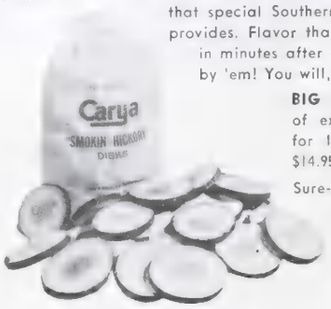
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86″	81″	12.98	8.39
86″	90″	13.98	8.98
86″	99″	14.98	9.69
174″ (Double Width)	72″	22.98	14.98
174″ (Double Width)	81″	24.98	15.98
174″ (Double Width)	90″	26.98	16.98
174″ (Double Width)	99″	28.98	17.98
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″	63″	6.98	4.79
″	72″	7.79	5.39
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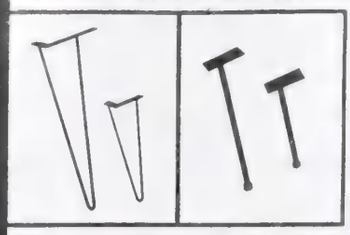
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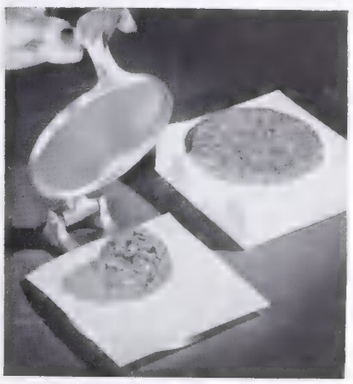
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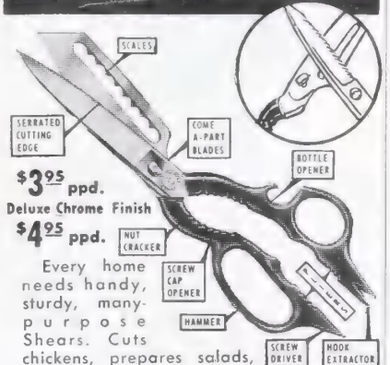
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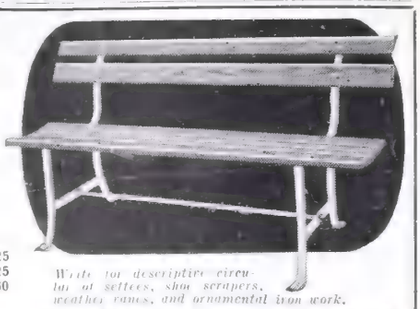
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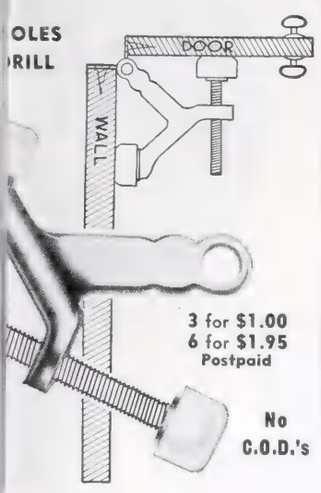
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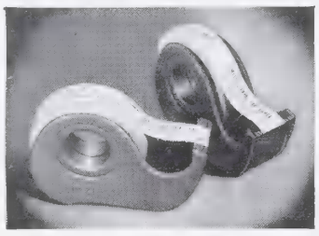


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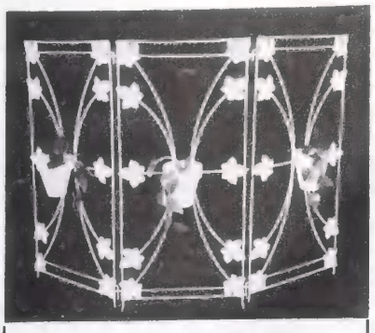
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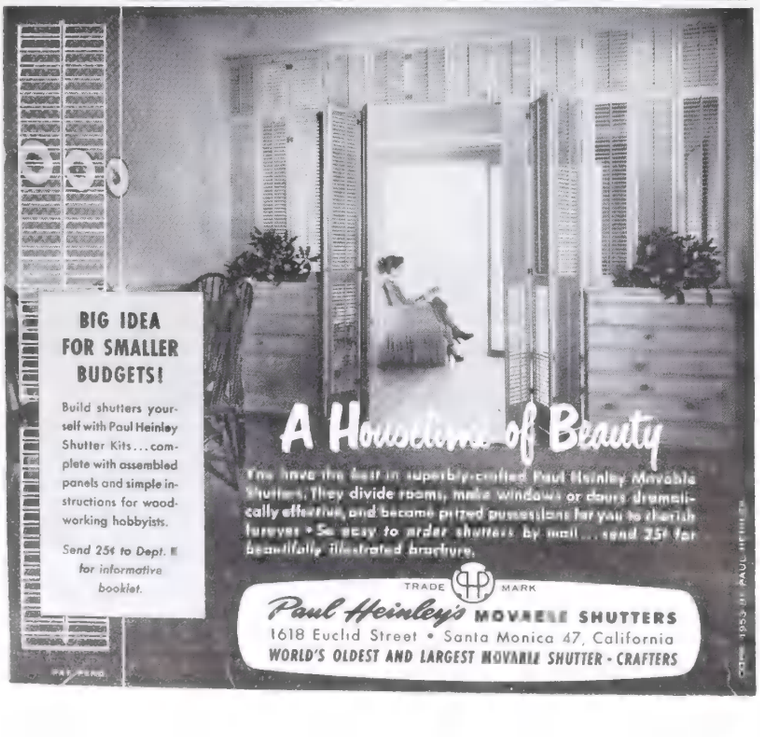
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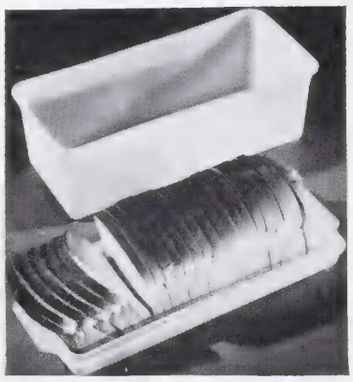




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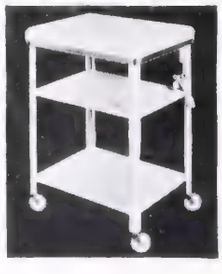
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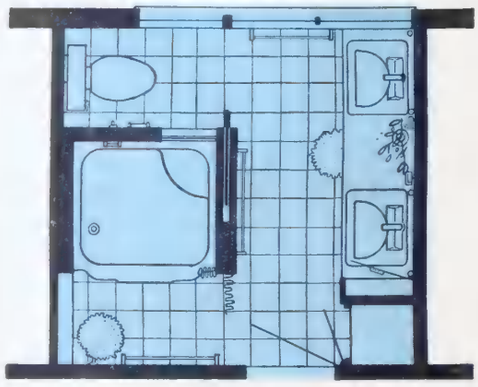
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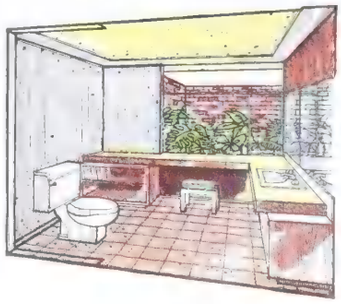


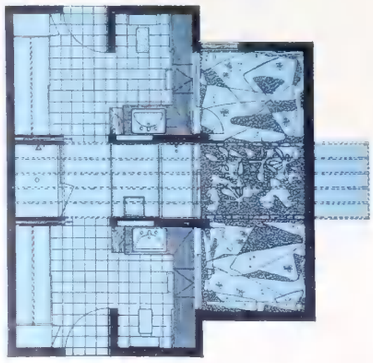
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Winning design by Charles West Jones, Jr., with the Hollywood architectural firm of Victor Gruen.







You have wanted to see fresh thinking in the planning of bathrooms, kitchens, and utility rooms. So has Crane. So we went out after ideas, sponsoring a national architectural competition with generous cash awards.

And out of this event have come dozens of prize-winning ideas . . . new ideas that bring multi-person privacy to the family bathroom . . . new convenience to the kitchen . . . new efficiency to the utility room . . . new beauty to all of these important rooms.

For preview purposes, here are two prize-winning bathroom ideas . . . just as they came from the winners drawing boards. Later, as they are built into actual rooms, detailed information will be made available.

In the meantime, if you are building or remodeling see your Crane Plumbing and Heating Dealer. He has a whole bookful of exciting ideas like these. Ask him to show you the Crane Sketchbook of Ideas. Crane Co., 836 South Michigan Avenue, Chicago 5, Illinois.

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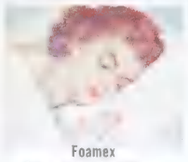


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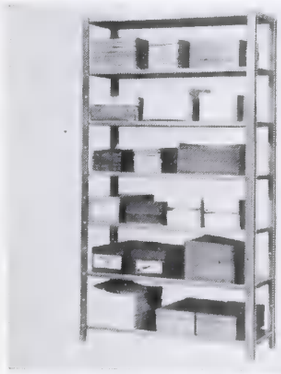
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WINDOW SHOPPING

CONTINUED FROM PAGE 18

SHELFISH REASONS eed this for linen, extra ts, winter sweaters, etc. ble these units in a closet, the stairs, in the attic. gauge steel in grey, green, ite enamel, each shelf is able in height and extra an be attached. 6 shelves, 48″ x 11½″, $11.98. 6 , 20″ x 48″ x 11½″, $9.98. coln. Waldner's, 220 Old y Rd., Mineola, N. Y.



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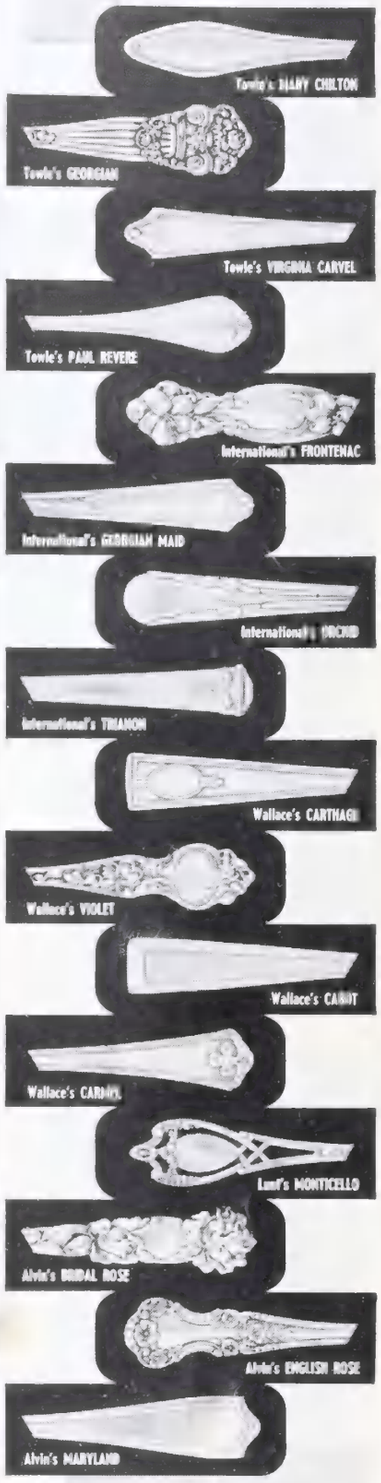
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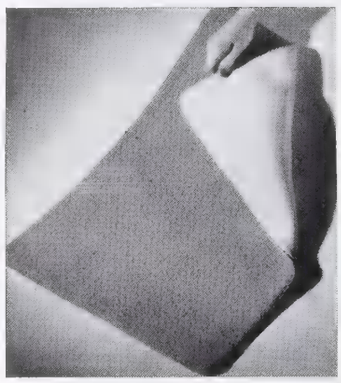
WINDOW



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ING BULBS. Just unscrew from socket. Screw in the ture Modernizer" that hold bulbs. Attach opaque shade by means of small sc brass finial. Installation about 30 seconds. Noncom ble shade is 13" wide, is p with floral or pastel plaid $2.98 complete, ppd. P Lighting Fixture Co., 21 E St., Brooklyn, N. Y.

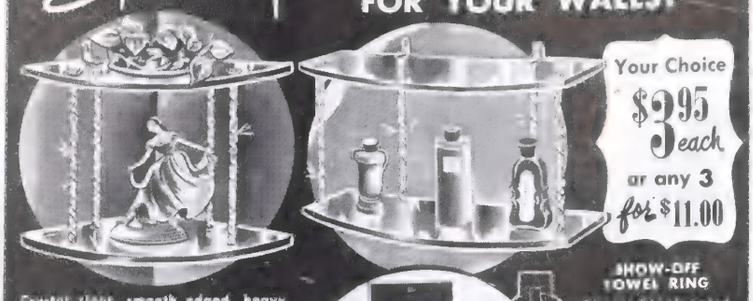


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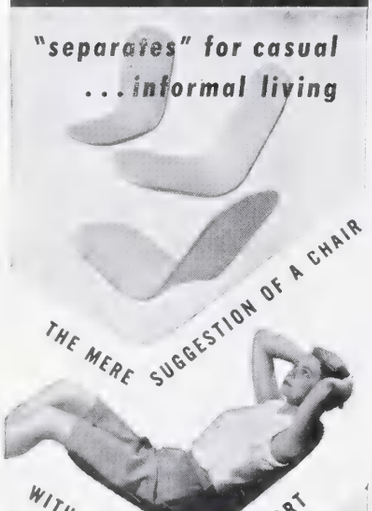
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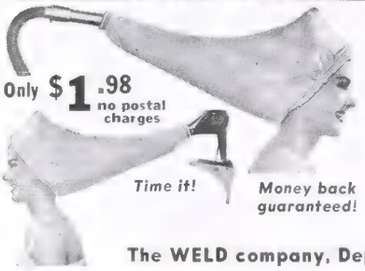
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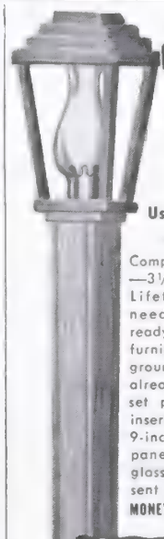


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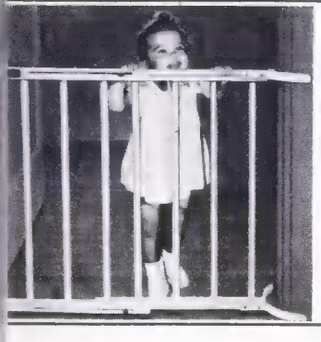
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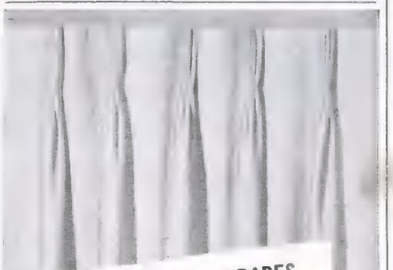


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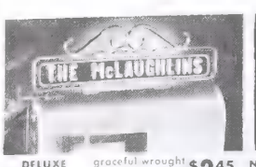
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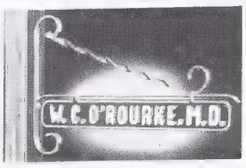
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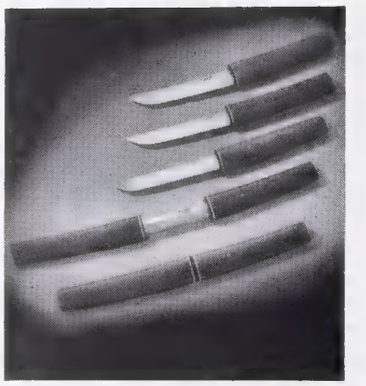
CUPROMETAL MFG. CORP.
Box 115, Dept. H9 Corona, L. I., New York



WINDOW



BLACK MAGIC. It was tainly a magician's wand tha waved over this fernery and it style in pierced black iro your porch or sunroom. presto-chango! Out go plants from the 2 troughs in go your barman's supp glasses, ice tubs, and bo 29" x 10" x 25" high, w smart geometric design, it's $ exp. coll. from Foster H 15 Cole Court, Princeville



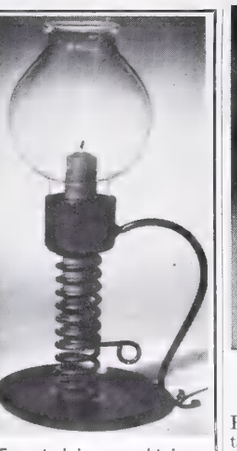
OUT OF THE SCABB and into the sirloin, these the knives that make steak steak-ier. The handles sheathes are cherrywood, polished and waxed. The b are high carbon, surgical steel that can be honed razor's sharpness. Wonderfu office desk and glove com ment, too. $1 each, $3.95 f ppd. Gift Cottage, 1082-8 Allen Ave., Pasadena 7,



GLARING ERROR for m ists is to drive without prote from the blinding glare o summer sun. Glass Tint s a greenish tint on your shield (similar to the tinted in the new cars), and cuts glare to a minimum. Vision affected. It sprays on e won't wash off. Pressurized can is $2.50 ppd. Albin of ifornia, 1401-15 West E Street, Los Angeles 17, Calif

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As the candle burns down, a twist of the side handle raises it up into the hurricane shade.

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SHOPPING



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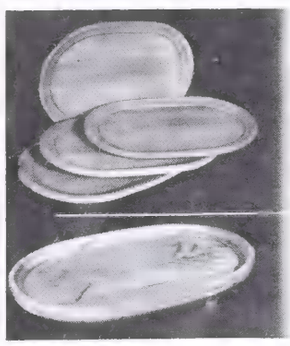
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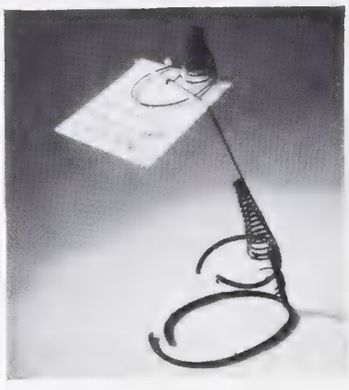
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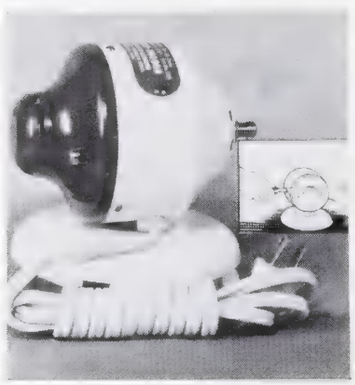
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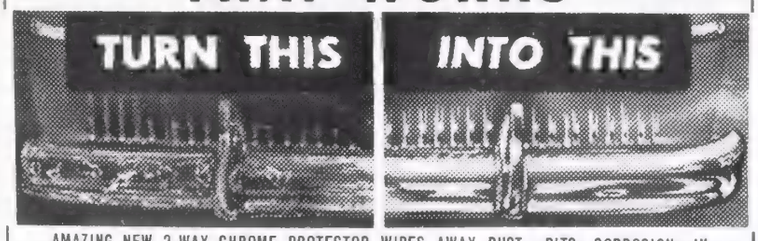


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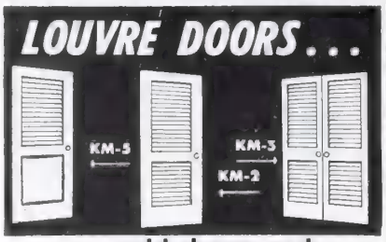
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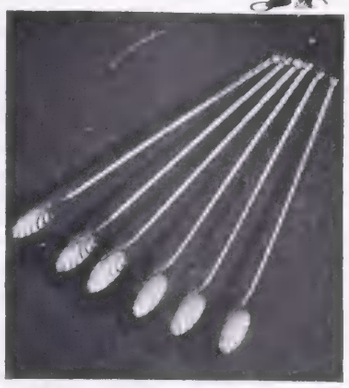


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SHOPPING



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SS THE BUTTER on a that's as elegant as its price iny and you can bring the er right to the table without ogies. Oblong, it holds ¼ lb., a glass bottom with gadroon shell border, sunburst design he center. The silver plate on per cover comes with same gn. A perfect wedding pres- too. 4⅛″ x 8½″ long. $2.80 tax and post. Macy's, Herald are, New York 1.



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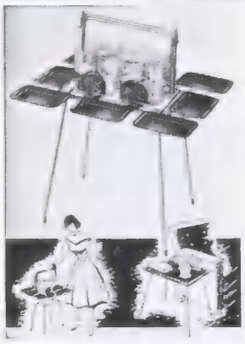
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BUTTERFLY CHAIR

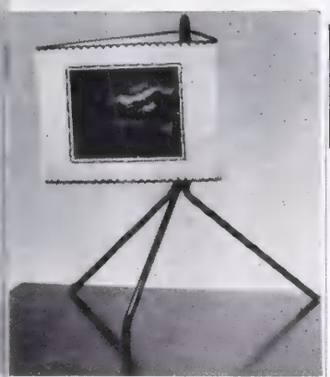
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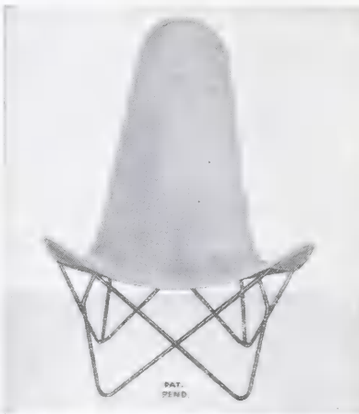
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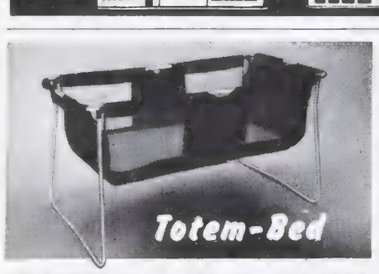
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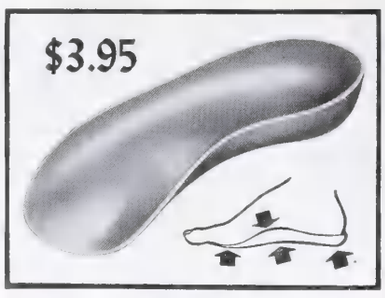
IN THE MODERN MAN this very smart lighter will be outstanding accessory. It's brand-new Evans piece with permanent guarantee. The ha somely simple body, available black lacquer, walnut, or bir tops highly polished brass le The price is just $9.95 ppd., a we think it would be a very w come wedding gift. Holi House, Bellevue Theatre Bu ing, Upper Montclair, N. J.



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PLUG IT UP. Industrial ers use these. And it's no der. The plastic ear stopper scientifically designed no enter the ear canal, bu the same time they give ears the protection they need ing summer bathing—espec in pools. Also wonderful in l ing out tiring noises, they you the bliss of silence. $1 ppd. Dr. Nelson, 8038 Jen Arcade, Pittsburgh 22, Pa.



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Treat your feet to "walking on air" supports that cushion heel, arch, instep, and metatarsal joints the way nature intended. No rigid metal! No steaming rubber! No "elevation"! Foot Form is scientifically molded to breathe and flex for cool comfort and supple support. One pair fits all your shoes. Money back if you and your feet aren't delighted. Give shoe size and width. Specify men's or women's, $3.95 postpaid. California Leather Jobbing Corp., Room 67-A, 963 Harrison St., San Francisco 7, Calif.

Southern Barbecue Secret

FLAVOR *WITH GENUINE*

HICKORY SMOI

PORK RIBS
STEAKS
CHICKEN
FISH
HAMBURGER



Secret of famous Southern barbe meat is hickory smoke flavor from Wates Green Hickory Chips Spri handful of wet chips on edges of coal fire. Meat absorbs delicious, gent smoke flavor as it cooks. M —it's good! 5-lb. bag chips flavors al 50 lbs. meat. Complete instructions bag.

Prices (money or check with order lbs., $1.65; 10 lbs., $3.00; 15 lbs., $4 Shipped day order received. Post paid in U. S.

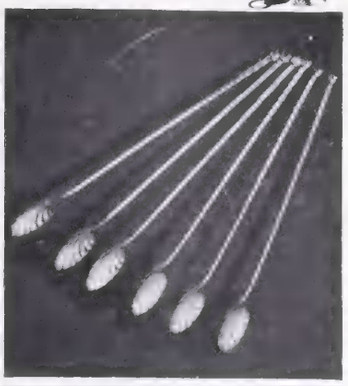
MAC-WATES

P. O. Box 3345 Birmingham, Alab

SHOPPING



ER SIPPERS. For stir- sugar into tangy iced tea, g out a cherry from a tall Collins, sipping homemade eam sodas, these are wonder- A combination long straw spoon, they're made of ster- silver. And they're magical tting children to drink milk. ng, with shell-shaped bowls, e $2.50 ea., or $30 a doz. tax. Ppd. Nelmor, 901 n Ave., Jersey City 6, N. J.



KE AT THE BEACH, especially designed sand ta- The plastic-coated metal tray olding legs that spike into nd and the 17½" x 13" top nes a perfect card table, server, shelf for sun glasses, s, radio, other beach gear. is decorated with Buried sure Map; over-all height ". Folds for easy storage; ppd. Salt & Pepper Shop. E. 86th St., New York 28.



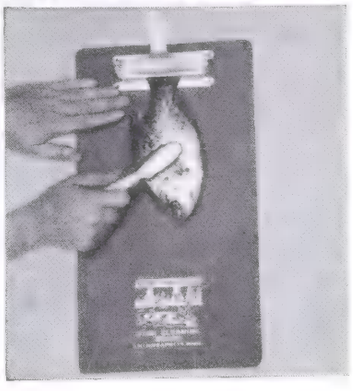
DRAWER SECRET is Pacific Silver Cloth make-it- elf kit that converts any er into a tarnish-proof stor- drawer for flatware. Kit for 6" (front dimension) drawer minimum depth of 2½" will 108 pieces, $5.95. 17"-24" er. 2½" deep, holds 204 s, $8.95. 25"-30" drawer, deep, holds 292 pieces. 5. Ppd. California Ways, No. E St., San Mateo, Calif.



-NAP PILLOW. A Sun- ofa snoozer or an after-din- forty-winker will cork off y, wake up with no crick- -neck, if he cradles his head is foam-rubber pillow. Even sheep design makes you y! Incidentally, if you're ing a motor trip, don't leave ut one of these. $2.95 ppd. pillow case, 95¢. Art Anson les, 1901 S. 12th St., Allen- Pennsylvania.



I-CLEANING BOARD. s doesn't hit the nail on the the fish on the tail as the r-answering kind of neces- for all fishermen, we'll eat fish—scales and all. Tem- l, waterproof board, 18" x has a steel clamp that holds the slipperiest fish; both s are free to scale, clean, teak. $2.95 ppd. Northwoods ucts, 5556 Fremont Ave. S., eapolis, Minn.



now—madden guarantees for 2 full years
the african campaign chair...10.95



Because we believe our African Campaign Chairs have the best frames and the heaviest, longest-lasting slings you can buy, and to protect you against undersized, inferior copies now being offered, we guarantee each chair unconditionally for 2 full years.

In Orange, Green, Black, White, Yellow or Terracotta vat-dyed canvas.....$10.95
In top-grade saddle leather $29.95

COMPANION STOOL
In vat-dyed canvas (same colors as above) $7.50
In top-grade natural saddle leather $9.95
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Send 15¢ for latest catalog.

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you may find just the fragrance
you've been seeking ...as
TOBRUK
"haunting a love theme"
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Blended in the French Tradition
When you buy direct from the perfumer
the prices are gentle
MICHEL PASQUIER
7 W. 46th St., New York 36, N. Y.
JUST ONE FIFTH AVE. ESTABLISHED



CHARCOAL BRAZIER

Back yard barbecues will be lots more fun —much less work—when you grill or fry on this handy brazier. Designed to fold flat when not in use or when carrying to park or picnic. All metal, with sturdy iron legs and heavy wire grill. 14½" high, 17" wide. Adjustable bottom draft usually found only in more costly grills. Burns small wood or charcoal. Red and black colors. Complete with carrying box.

$5.95 plus 35¢ postage

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Dresses up your bathroom
Colorful Tankettes
Prevents Moisture Condensation
3-piece bathroom set only 3.98



FITS ANY TANK (specify A or B)

(A) for Exposed Pipe Tank



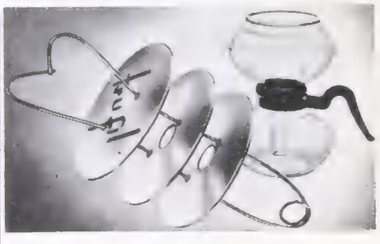
(B) for Tanks that Rest on Bowl

Tankettes give your bathroom a rich, colorful decorator-look. These luxurious high-pile, fluffy chenille covers also eliminate tank moisture to end unsightly dripping.

12 GLOWING COLORS:
Hunter Green, Salt and Pepper, Coral, Grey, Yellow, White, Red, Mint Green, Rosy Pink, Chartreuse, Powder Blue, Wine.

MATCHING BATHROOM RUG
CHANGETTE, the new chenille "slip cover" bathroom rug with non-skid sponge rubber base. In colors to match Tankettes. Size 18 x 30 in. only $3.98

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TANKETTES, Dept. MX
224 W. Washington St., Milwaukee 4, Wisconsin



⅓ Less Coffee = Better Flavor

Here's a *permanent* filter for vacuum coffeemakers that does away with messy cloth and paper filters, actually gives you a better brew with ⅓ less coffee! You use ⅓ less not merely to save money—although at today's prices, that's something!—but because this ingenious triple filter gets more flavor from the same amount of coffee, with none of the harshness or bitterness. Called the Tri-Fil Coffeemaster, it's rustproof stainless steel and aluminum (dunk it in the dishpan right along with the pot), $1.00 postpaid; money-back guarantee. Specify make and model when ordering: Vacuum, Silex, Cory or Sunbeam models C30A (large tube) or C30 (small tube). Carmel Work Center, Dept. THB-7, Box T-1, Carmel-by-the-Sea, Calif.

Add 3% sales tax if you live in Calif.



WINDOW

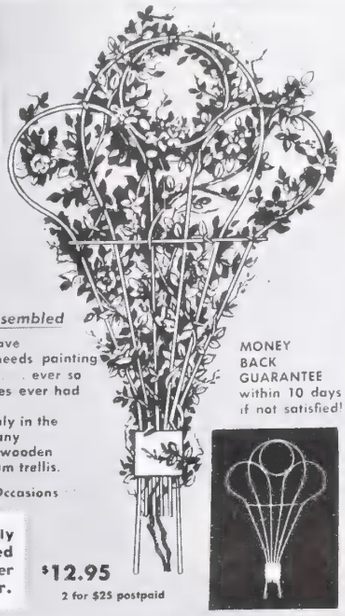
the most beautiful
rose trellis
in the whole wide world!

"ROSE QUEEN"
all-ALUMINUM trellis
never needs painting · non-corrosive · fully assembled

Put this trellis in the ground now, before your roses have reached full growth. All-aluminum rose trellis never needs painting . . non-corrosive . . . heat resistant . . fully assembled . . . ever so smart . . . always so beautiful! The best friend your roses ever had . . . and a lovely decorative touch for your garden.

This large trellis (6' tall x 4' wide) rests firmly in the ground on six sturdy legs, giving firm support to any rose bush or vine. Replace shabby, old fashioned wooden trellis with a gleaming, all-weather Rose Queen aluminum trellis.

An unusual gift for Anniversaries, Birthdays, All Gift Occasions



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free! . . . for a limited time only a free imported drop-forged pruner for roses and other shrubs, with each order.

$12.95
2 for $25 postpaid

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THE NAME IS DEBOR
and it's a side chair of Honduras mahogany. With back and seat with coil sp it comes covered in velvet. C red, rose, gold, brown, em sage, or fern green. $42.50 $82.50 pr. In muslin or you material (send 2 yds. of solid color fabric), $36 35½" high. Exp. coll. Shop, Box 220, Hickory,



THE HOOP'S THE SC
of the earring world. Wel it stand on a pedestal beca has a pretty impressive h of ears right on down from patra to modern bewit These gold-plated loops ar prettiest we've seen. And w price! Screw-back, they co 1", 1¼", or 1¾" diameter $1 plus 20¢ tax a pair. M Duncan, 206 W. Atlantic Haddon Heights, N. J.



THE MERCHANT VENICE couldn't have do better job shopping for us the man who sells these. Ev you're not going to Italy this you can still have a bit of It beauty. The 19" high end ta hand-wrought iron, the 8" ported tile has a mosaic de Frame is Pompeian green, b pink, white. $6.95 ppd. Ad W. of Miss. Farbercraft, 123 dleneck Rd., Great Neck.

ENGLISH BONE CHINA



This design [Glamis Thistle] was originated by Herbert S. Mills and produced by Doulton. New Dinnerware Booklet will be sent on request.

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ORDER DIRECT!
The ORIGINAL
SAFARI CHAIR
FINEST CONSTRUCTION
FULL SIZE!



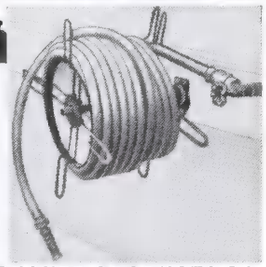
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Want the full size, original model of this famous chair? THIS IS IT! You get a heavy, non-bending wrought iron frame . . . plus an extra strong No. 10 Duck sling with reinforced corner pockets for long, long wear! Generously proportioned for real comfort. Brilliant vat-dyed colors: Green, Yellow, Terra Cotta, Black. Use them in any room . . . on the porch or patio, too. A real value . . . order NOW at this SPECIAL DIRECT-FROM-FACTORY PRICE!

Shipped within 3 days—shipping charges collect. Sorry, no C.O.D.'s. MONEY BACK GUARANTEE!

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BECKER GARDEN HOSE REEL
A Joy to Use • Saves Time



Holds more hose—75 ft. rubber; 150 ft. plastic
Banishes Kinks or twists
Spins hose on 75 ft. in ½ minute
Detaches instantly at flick of finger — fastens to house, post, garage.

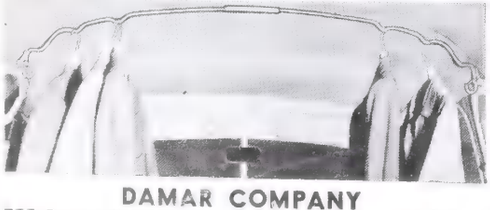
Lightweight ▪ All steel
Rust-proof galvanized drum
Hose can be used without unwinding entire length.

$4.95 Complete Reel & Bracket Postpaid

Send check or money order
Extra brackets for other locations only $.75 ea.

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HANG 32 GARMENTS IN YOUR CAR
END PACKING TROUBLES ON TRIPS



This amazing Hang-All Auto Wardrobe Rack fits flush with the roof of your car *above* doors or windows. Does not obstruct rear view vision or use of doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Handsome nickel-plated steel rack will support one hundred pounds of clothing full length. Send check, money order, or postal note today. $3.98 postpaid. Money back guarantee in 10 days if not satisfied.

DAMAR COMPANY
768 Damar Building Newark 2, N. J.



Folded for Carrying

PORTA-BED folds to a snug suitcase size. For traveling, visiting, outdoors, small apartments or as regular baby bed. Strong aluminum frame supports sturdy duck and netting crib. Folding waterproof mattress rests on Masonite bottom. No latches, nails or screws. Safe for baby. Ready for immediate use. The open PORTA-BED is 46" long, 24" high, 22" wide. Adjustable in depth for children up to 5 years. Weight: 12 lbs., color: soft blue. $22.95 ppd., complete with mattress. Money-back guarantee. Orders filled promptly.

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N OF THE TIMES is this
l and mighty weather vane.
way of the trees and grass
st the summer breezes that
spin it. Now you can tell
ll of time how good your
g wind will be, or if a
l is due from the East.
inum vane is finished in
black, moves on an oil-
swivel. 28″ wide, 36″ high.
0 exp. coll. Hagerstrom Met-
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Y OLD PATTERNS in
ng flatware, hard to find
here, are a specialty of
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ock, ready for immediate
ry, more than 500 such
rns. For example, the spoons
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l's Theseum, Frontenac and
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CK TOTER is its name,
ts uses are legion. The four-
n capacity holds picnic food
beverage for the whole fam-
it holds ice for a boating
sion or lots of cold beer
day of fishing. Of heavy-
e steel, and with a 100%
rtight galvanized lining, it
s in golden-tan hammertone
. 9″ x 10″ x 10¾″ and $5.95
Renard, Dept. HB7, 38 West
St., New York 10, N. Y.





NEST of BENCHES

Use these comfortable benches indoors or outdoors, for sitting or serving. Large 16 x 18 seats padded with rubberized hair and foam rubber. The wrought iron, rubber-tipped frame is designed for easy carrying, compact storage. In DENIM . . . corn yellow, hunter green, charcoal, red or cocoa brown. In TWEED-effect PLASTIC . . . pepper red, kelly green, charcoal or yellow. In COTTON-LINEN . . . brown, yellow, rust or green. One for $9.95 . . . set of 3 only $27.50. Express paid. No C. O. D.'s.

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Indoors and Out

If you have a garbage pail that attracts flies, ants—possibly dogs, cats, rats—or perhaps even maggots (!)—you should learn about SAN-A-LIZER. It is a harmless cake that fastens inside the lid of your garbage pail without tools in a few seconds. SAN-A-LIZER keeps the pests away and most important, completely deodorizes. Send $1.10 for a years supply (four cakes.) It's noninjurious to pets and children. Postpaid. Money-back guarantee.

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Saladmaster
The Gift Supreme



Chops
Peels
Waffles
Slices
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Guaranteed by Good Housekeeping

Performs Miracles with Foods!

NOT SOLD IN STORES

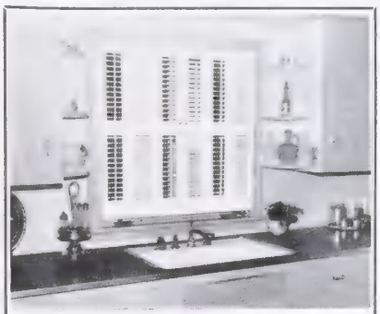
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Complete with 5 mirror-like CUTTING CONES (guaranteed not to dull, rust or stain), RECIPES and INSTRUCTIONS. Only $29.95, plus state sales tax. Postage paid if check sent with order.

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★ *WONDERFUL FOR SPRING SALADS*

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Outside . . . the night has a thousand eyes

Inside . . . your privacy is protected, unless you yourself are in a star-gazing mood. No stuffiness of drawn shades, but the cool, open airiness that only louvered shutters can bring. Mohawk Craftsmen movable-louvered shutters—and our complete line of louvered doors—are built to the highest standards, for discriminating taste. Send 10 cents for illustrated catalog HB753 and price list.

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HATS IN VIEW - - - NEATLY TOO



No more crushed out of shape hats. At last a smart economical and durable Hat box Set . . . finished in a tan linen weave, has a front window which opens outward from the bottom making it easy to remove and replace hats without taking hat box off the shelf. Each roomy box measures 13″ x 13″ x 7″. Will fit men's or ladies'. It's a necessity for a neat closet.

Set of 3 . . . Only $2.79 postpaid

Satisfaction guaranteed or money back
Write for Free Catalog of Wonderful New Gifts.

Shop the Armchair way

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• WROUGHT IRON LEGS ■ TABLE TOPS, TOO!

Make your own furniture. Just use a screw driver. The artistically designed legs styled by our master craftsmen are supplied in graceful ⅜″ or ½″ thickness complete with screws. Use your table tops, benches, stands, etc., to modernize and remake your TV table, coffee or telephone table . . . or order our fine quality ready-to-finish table tops, too! All postpaid.

Wrought Iron Legs—Black Satin Finish

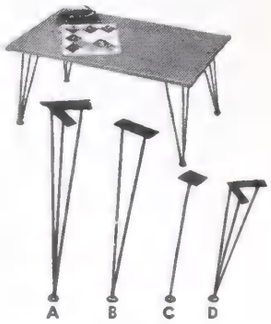
STYLE	DIAMETER	PRICE
A—29″	⅜″	$13.95
B—16″	⅜″	7.50
B—29″	½″	13.95
C—16″	½″	5.95
D—16″	⅜″	9.95

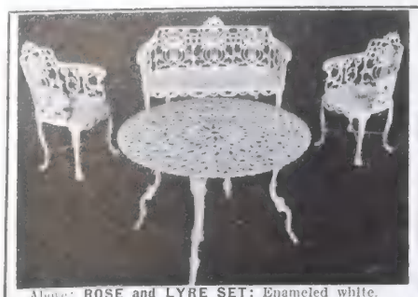
Unfinished Oak Wood Table Tops

15″x24″ . . . . . Oak Unfinished Top Only $9.95
16″x18″ . . . . . Oak Unfinished Top Only 8.50
12″x18″ . . . . . Oak Unfinished Top Only 7.50

Send Check or Money Order:

The Orange Forge
556 Main Street, Orange, N. J.





Century Old Beauty Authentically Reproduced in Cast Iron and Cast Aluminum



These expertly fashioned copies of century old originals add lasting beauty to home and garden.

Left—**Flower Stand For Hobby Plants.** 11 movable arms ranging from 14″ at base to 7″ at top. Flowers and pots not included. Painted white. **$24.50**

Above: **ROSE and LYRE SET:** Enameled white.

Cast Iron		Cast Aluminum
$65.00	Settee #150 41″ wide	$80.00
$32.50 ea.	Chair #152 Seat 17″ x 18″	$39.00 ea.
$35.00	Table #25 27″ high, top 42″	$42.50



Left: **COUNTESS D'ESTE SET:**

Cast Iron		Cast Aluminum
$59.50	Settee 39″ wide	$72.50
$35.00 ea.	Chair 19″ wide	$42.00 ea.
$48.00	Bench #125 49″ long	$57.50

Original of set owned by one family over 150 years. Painted white or antique green. Specify which.





Right: **SWINGING WALL BRACKET** #15. 12″ high, 16″ wide. White or Antique Green. **$6.50.** Hanging urn for flowers **$6.00.**



Left: **OAK LEAF DESIGN.** A remarkable buy. Painted white.

Cast Iron		Cast Aluminum
$40.00	Settee #200 40″ long	$48.00
$20.00 ea.	Chair #202 Seat 17x13″	$25.00 ea.
$12.50	Table #204 top 21″ dia.	$15.00

Left: **CLASSIC ADDAMS SET:** Painted White.

Cast Iron		Cast Aluminum
$27.50	Bench #80, 34″ wide	$32.50
$35.00	2 Chairs #82 Seat 14½″ wide	$40.00
$11.00	Table #55 16″ high, 22″ long	$13.50
$73.50		$86.00

$59.50 SPECIAL PRICE $69.50

Crated free. Send check or money order. Pay freight or express when you receive shipment. Specify freight or express.

ANTIQUE IRON CRAFTSMEN
Dept. B-7, 2500 27th Ave. N., Birmingham, Ala.

GARDEN
ORNAMENTS FOUNTAINS



Tiered Fountain 60″ high $375
Illustrated Catalogues 50¢

POMPEIAN
169 Lexington Ave. (nr. 31 St.) N. Y.

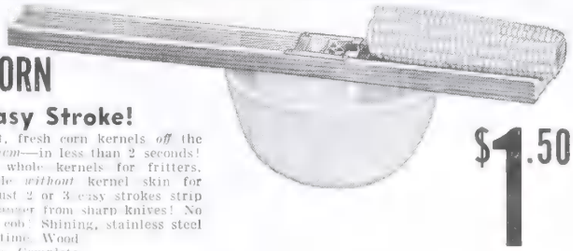


CHEESE TRAY WITH MOUSE

Colorful California ceramic Cheese and Snack Tray with a wistful mouse poised on the edge. The mouse is guaranteed not to nibble on the snacks but he'll add lots of fun to the party. Ideal for cocktail or TV snacks. Tray is 11 inches in diameter and has divided serving area. Made of high-quality California ceramic, tray is forest green with contrasting hand-painted mouse. Just $3.95 postpaid. No COD's, please. A mail-order exclusive with House of Zog. 2318-24 Huntington Drive, San Marino 9, California.

CUT, SCRAPE and SHRED CORN

In One Easy Stroke!



Now—you can have sweet, fresh corn kernels *off* the cob—*any way you want them*—in less than 2 seconds! No mess! Plump, juicy whole kernels for fritters, chowder, etc. Cream style *without* kernel skin for puddings, canning, etc. Just 2 or 3 easy strokes strip the entire corn cob! No danger from sharp knives! No hooks in your corn off the cob! Shining, stainless steel cutter will last you a lifetime. Wood handle. Easy, quick to clean. Complete [illegible] and more wonderful new recipe booklet. Only $1.50 complete, ordered and postpaid. Full money-back guarantee if not more than delighted!

$1.50

Mrs. Damar

790 Damar Building
Newark 2, New Jersey



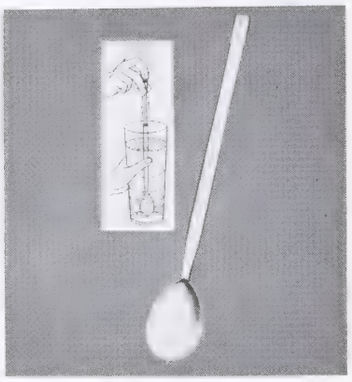
WINDOW



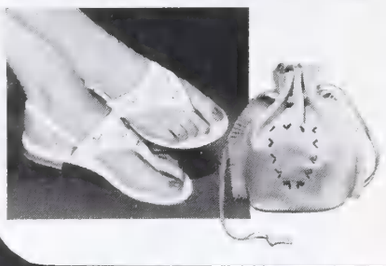
IT'S A GRAND OLD FI whose triumphant colors r patriotism soar high in r hearts. And no home shoul without the Stars and Stripe the 4th of July. This kit con a fade-proof 3′ x 5′ flag, white enamel jointed pole to with a gold ball, rust-proof holder for the front of the h storage case, and rules of etiquette. $6.95, ppd. Linv Seward, Nebraska.



BORROWED TIME can havoc with your holiday. So wait for someone else to aw you. Get your own traveling c Imported from Germany, the iature alarm clock has a ge leather case in blue, red, brown, green, with satin li Seven-jewel movement, lumi dial, brass finish. 3″ square. boxed, $11.95 incl. tax and Maymac, 79 W. Grand S Mount Vernon, N. Y.



A GOOD MIXER for party cocktails is the Spoon Easy pressure on the top the stainless, rust-resistant ing dervish spinning fast. spins it sets up a whirlpool drawing ingredients in around. $8\frac{3}{4}$″ long, the glea Spoonomat is top utility for powdered drinks, medicines, formulas. Gift-boxed, $3.95 Maricopa Trading Co., 115 B way, New York 6, N. Y.



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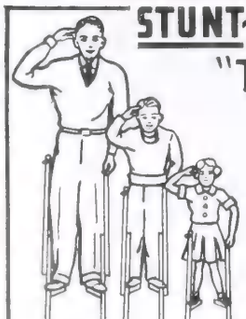
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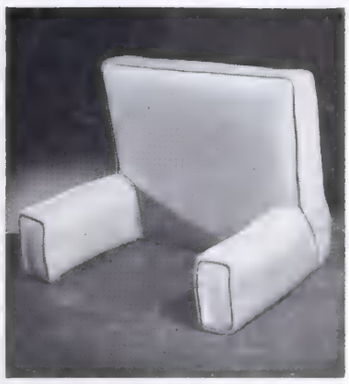
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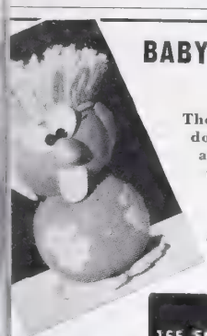
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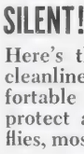
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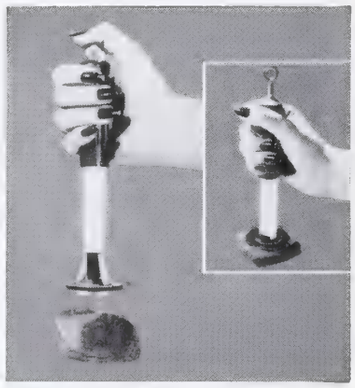
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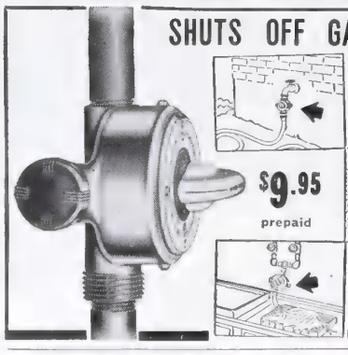
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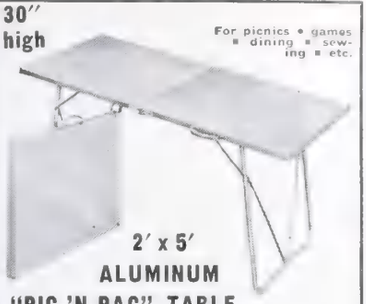
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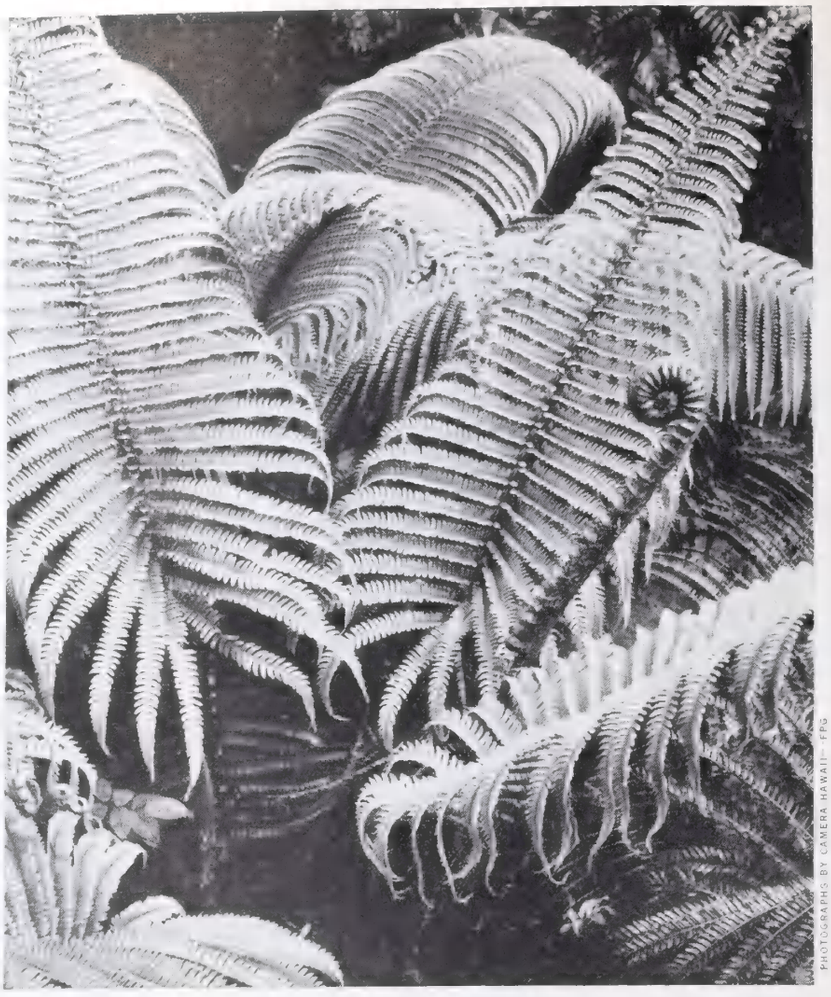
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HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock



PHOTOGRAPHS BY CAMERA HAWAII—FPG

In Hawaii, ferns grow like trees and the best things in life are free.

Far be it from us to discourage anyone from seeing Hawaii as luxuriously as possible. But if it's a matter of doing it on a budget or not at all, you will find that the airlines have gone far to help you, even beyond their new tourist fares of $225 plus tax round trip from the West Coast.

United Airlines, for instance, has a most inviting all-expense tour, seven days for only $243 plus tax. And Pan American World Airways has researched some suggestions for you who would like to enjoy the Islands on your own but must do it economically.

In Hawaii a surprising number of the best things in life actually *are* free—or almost. This includes not only the climate, the flowers, the friendliness, the wonderful clean beaches, and the moon. Free also are those tours to pineapple and sugar mills, innumerable museums (the Bishop Museum is an extraordinarily lovely one), galleries, concerts, flower shows, lectures, plays. The best way to see Honolulu's Chinatown anyway is to walk it. And there's always hula dancing to watch.

Most places are as easily reached by streetcar or bus as by expensive limousine. And even the famous (*Please turn to page* 116)



Dates and rates are changeable. Prospective tourists should confirm this information with travel agents, transportation companies, hotels.

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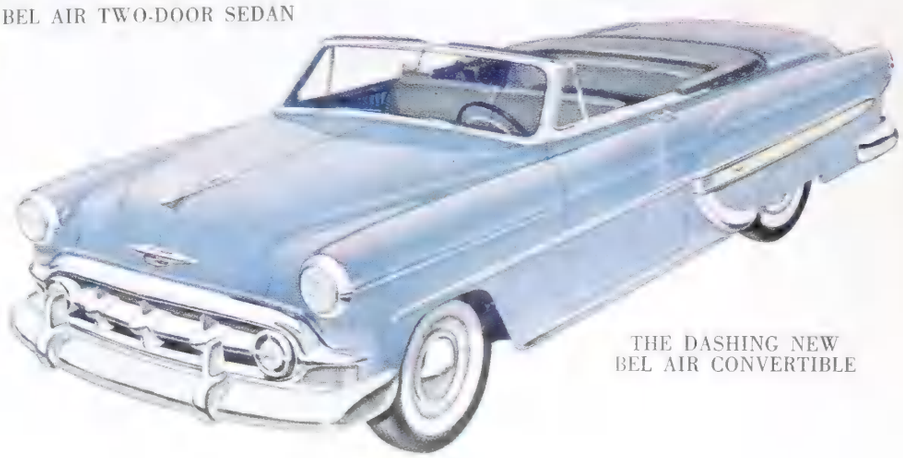
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on the growing art and science of

Good Seeing

The great development of our time is the persistent and successful effort to make our houses fit our needs more precisely. Thanks to the technical means of today, we can bring more and better light into our homes—one more step toward making them ever more responsive to our emotional and physical requirements.

Here is another chapter in HOUSE BEAUTIFUL's series on the real value and meaning of modern living. This chapter is on *light*.

Of all the good things in living

GOOD LIGHT

is the easiest to get

Text on pages 40-45 and 52-53

by Wolfgang Langewiesche

Whether you live in a house or an apartment, bad lighting is easy to improve



1. ***Get a high level of general illumination*** *in your rooms in addition to specific lighting for each seeing task. There are many ways to do this, but one of the simplest is by portable lamps. Select lamps which throw a good portion of their light up onto the ceiling which bounces it back into the room. Thus you convert the ceiling itself into a source of reflected light. Far from being "lost," this bounced light is a necessary adjunct to the direct down light from the lamp itself. This principle will work in any room where colors are not too dark.*



2. ***Use cove and cornice lighting*** *to build up the general-illumination level of your rooms. The development of the long, slim tube has made many such installations simple and cheap to build into any house or apartment, because the light source can be hidden behind easy-to-install carpentered valances. "Valance lighting" above your curtains will convert them into sources of reflected light, thus approximating the daytime effect of the windows. Remember, though, that such indirect lighting is seldom bright enough for specific tasks like reading.*

Sometimes the most familiar things are the ones we know the least about. We have never bothered. When it comes to windows and lamps, that's fortunate, because it means that all you have to do is stop, look, think a little, and right away you will see several ways to make vast improvements in your light, both night and day.

For instance, there is that room that has harsh daylight and glary windows. What can you do about it?

What people usually do is pull the shade half down. This blocks off the brightest part of the window—the top part through which you see the sky. It does reduce the glare. But at the same time it makes the whole room darker—and the room was too dark to begin with. You throw away two pounds of light to get rid of one pound of glare. It's in just that way that people get those gloomy, indoorish rooms which everybody wants to get out of. Isn't there a better solution?

There is. It's paint. Or rather, the intelligent use of color in paint jobs, wallpapers, floor coverings, furnishings. Boiled down to scientific principle, it is very simple. Paint the whole room white! White paint reflects about 85 per cent of all the light that falls on it. So the light, once it has come in by the window, is bounced back and forth among the white surfaces. The same room, with the same window, becomes very much brighter. People's eyes adjust themselves to higher brightness. And the same sky, seen through the same window, has lost its glare.

Of course you don't want an all-white room, and you don't need it. You'll lick the glare problem if you go only part way toward it—lighten up the whole color scheme radically.

The ceiling is the most important light-reflecting surface. It should be white. Now, in most rooms, the ceiling *is* white, so that leaves not much room for improvement. But it's a warning. People now hanker for ceilings of a more natural color and texture: (*Please turn to page* 114)



DRAWINGS BY ERNEST WALKER

3. ***Use color*** *to remodel rooms that are glary in daytime or dark at night. White or light-colored paint, paper, and carpets work wonders in reducing glare by minimizing the contrasts that cause glare. Since a white wall reflects 85% of all light which falls upon it, a white room distributes available light much more evenly than a dark one. Lightest surfaces should be ceiling, floor, back wall, and window wall. Re-paint or re-carpet dark floors in a lighter color. If still too dark, make all walls and furnishings light-colored.*



4. ***Use more lamps and use them correctly.*** *Each seeing task—reading, sewing, letter-writing and the like—has its own requirements for direct-on-the-job lighting. Generally speaking, a portable lamp is the best way to solve the problem. But more than good looks are involved, for the lamp must have the right base, the right shade, the correct bulb and reflector. More than that, each lamp must have the right placement to do its job well. For detailed information on how to use your lamps to best advantage, see the article on pages 60-63.*

All light troubles turn out to be either:

1. NOT ENOUGH LIGHT

2. GLARE

Most people are living in the dark. In fighting darkness they make glare, and in fighting glare they make darkness. How to get out of this web of trouble?

Right away you find yourself looking at the human body, mind, nervous system. That's as it should be. *If we want to build a house that is good for human beings to be in, we must start by studying the human being.*

The eye, it turns out, likes lots of light. It can handle very high brightnesses with ease. It does so by the same method by which the camera is adjusted to different light conditions. It simply narrows its pupil (the actual lens-opening through which we see), thus cutting down on the light that hits the seeing nerves. And the eye does its seeing more easily when plenty of light keeps the pupil small. In this, too, the eye is like a camera. Any serious photographer could explain the technical optical details to you: how a smaller lens opening (made possible by stronger light) makes the picture sharper and gives the lens more depth of focus. At any rate, the eye likes lots of light. And all the experts keep calling for more light in factories, schools, offices, and in the house.

Of course, it's true, there can be such a thing as too much light. But that happens only outdoors and only in special situations—in a sunlit snow landscape, on the desert, or when the direct sunlight hits a printed page. Indoors, there's little danger of getting too much light.

No. What troubles people indoors, what seems like too much light, what makes (*Please turn to page 44*)

PHOTOGRAPHS BY BILL



Recognizing that low-keyed colors and light-absorbing materials like natural wood and unpainted brick "eat up" much more light than conventional paint-and-plaster, Architect Clifford E Yates used large glass areas on three sides of this room. Result: plenty of glareless daylight.

This is how balanced daylight conquers glare

This pleasant New England living room, designed by Architect Hugh Stubbins, owes much of its charm to excellent daylighting. By admitting light into the room from all four sides, he has accomplished several important things. He has raised the general level of illumination far above the average. He has achieved balanced lighting—that is, the direction and volume of light entering room from one direction is balanced by that entering from another. And in the process, he has eliminated glare. The gabled, white plaster ceiling reflects this light around room, giving it a fine luminous quality.



PHOTOGRAPHS BY EZRA STOLLER

Balanced daylight *is achieved by letting light in from all possible directions. Outside walls should have windows. Interior partitions can have skylights.*





Balanced, glareless daylight in this room comes from windows on two walls, plus high clerestory on third. Sloping white ceiling "bounces" this light down into room. Fehr & Grainger, architects.

them draw the shades, makes them put in smaller electric bulbs, makes them perhaps shade their eyes with their hands, is not "too much light"; it is *glare*. And glare is *contrast;* it is *brightness, seen from out of darkness.*

Here is what happens: When you are indoors in the average house, you are in much more darkness than you know. Any photographer knows that. It *looks* okay, but you can't do a thing without a flash bulb. The reason it *looks* okay is that the eye makes up for lack of light: the pupil becomes large. But now you show this dark-adjusted eye, with its big pupil, the bright rectangle of the window. Naturally, the window seems intensely bright; it "glares" and hurts.

Glare is not simply brightness, but *brightness seen by a dark-adjusted eye.* Step right up to the window and look out, and the glare effect disappears. The eye simply easily adjusts itself to the brightness of the outdoors scene. What the eye cannot handle is brightness and darkness at the same time. The pupil can't be small and large at the same time. So that's why glare and darkness almost always go together. The darkest room is glary. The glary room seems to have poor light.

Balanced night lighting *can be achieved by portable lamps of all types in as many parts of the room as possible. Try to see that no "pockets of darkness" occur.*



What do you do about it?

We have explained on page 40 four things you can easily do right away, even in a rented house or an apartment, simply as a matter of decorating—light colors, proper position of lamps, enough light fixtures of the right kind. Let's now talk about building from scratch or re-modeling. You can have any number of windows of any size, any shape. You can plant trees, put up external window shades. In short, you can have whatever you want. The question now is: What do you want?

Two ideas stand out as important.

First main idea: You want cross-light—light from at least two windows that are not in the same wall. Two windows on opposite walls would be best; second-best, two windows in walls at right angles to each other. The cross-light could also come from above, through a sky-light: (more about this on page 52). The idea is in all cases the same. One window lights up the shadows left by the other. "Light balance" is the engineering term for this. Or, to put it in terms of the human being, the light let in by window No. 1 helps keep your pupils small enough so you can look with ease at window No. 2. All these ways of saying it amount to the same thing: The two windows cut each other's glare.

At night it's really the same idea. Two (or more) lamps cut each other's glare just as two windows do. (More about this on page 54.)

Second main idea: Do anything that will cut down the area of sky seen from inside the room. The glary part of the window is the part through which you see the sky.

This means you want a low, broad window to look through rather than a tall, narrow one. The low window shows you more scenery, less sky; it does precisely what a tall, narrow window does with the shade half down. And, since people evidently prefer to use windows that way, why not build 'em that way in the first place? Only, it also follows that the low, broad window has to be larger. Just because scenery gives a milder light than the sky does, the low, broad window admits less light per square foot of glass than the tall one does. So—don't just mentally take a tall, narrow window and lay it on its side; double its size at the same time! Otherwise you get exactly the dim, shades-half-drawn (*Please turn to page* 113)

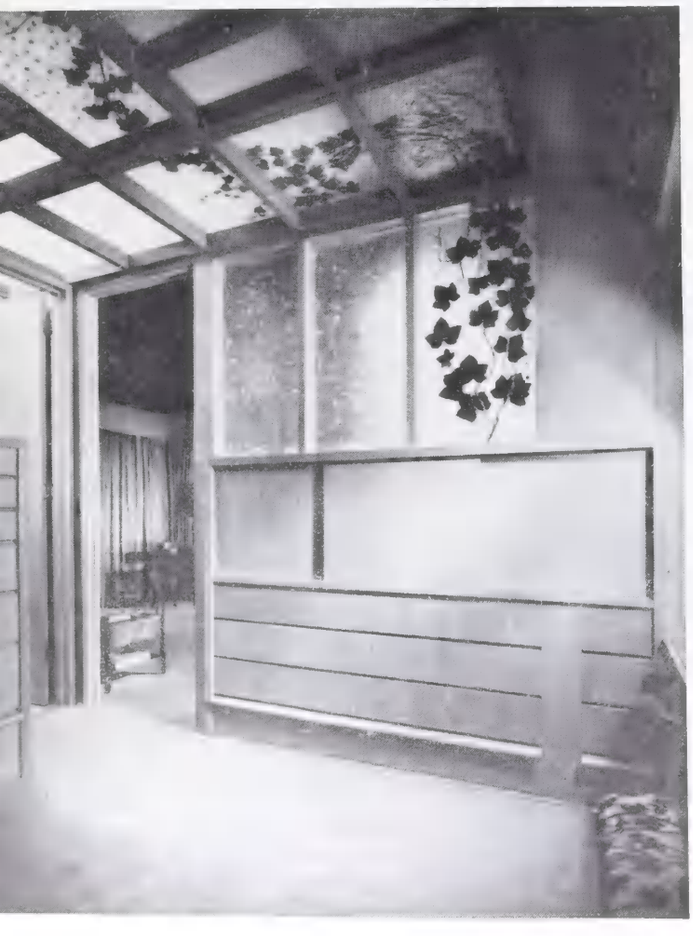
How the 1953 Pace Setter uses

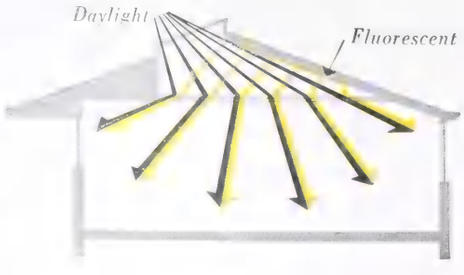
DAY and NIGHT LIGHT

The 17 ways this house handles day and night light represent the best practices in fine homes today. Use it as a standard to measure the up-to-date performance of your own lighting

- Balanced illumination—indoors and out—day and night.
- Diffused light "bounced" off ceiling.
- Skylights that work day and night.
- Light for drama.
- Three kinds of garden lights—for glamour on terrace, for guest arrivals, and for maintaining the indoor-outdoor relationship at night.
- Balancing of night light, indoors and out, so that windows don't turn into black mirrors.
- Architectural coves to provide both up-and-down diffusion.
- Direct lighting for special seeing tasks.
- Sheer glass draperies for diffusing daylight.
- Direct "down" light on dining tables.
- Pinpoint spotlights for special glamour effects.
- A practical way to relamp high garden fixtures.
- Eliminating sky-glare by roof overhangs and tall trees.
- Dark-making curtains and blinds for late morning sleeping.
- Ample outlets, indoors and out.
- Two- and three-way switches to light way ahead of you.
- Additional circuits for future expansion.

ALL PHOTOGRAPHS BY MAYNARD PARKER





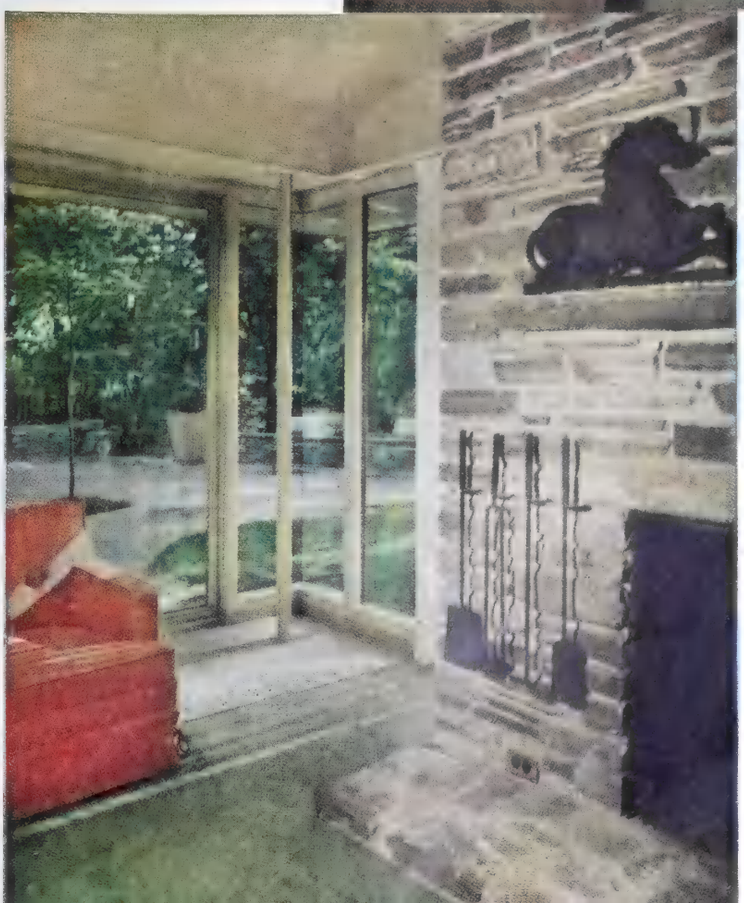
Henry L. Eggers,
Architect

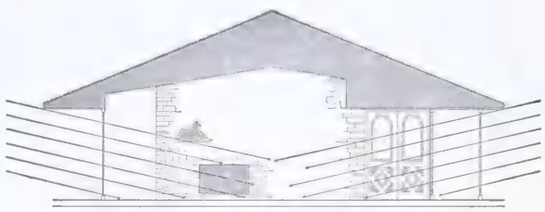
Thomas Smith Kelly,
Lighting Engineer

Thomas Church,
Landscape Architect

***Skylighting** should work day and night. Here GE Slimline tubes above ivy-embedded Celanese "Lumarith" ceiling take over at sundown.*







BALANCED LIGHT

DAY

Light must come from several directions. The Pace Setter is a light house because every room, except one, has light from two or more directions. There are no eye-fatiguing spots of alternating lightness and darkness, no sense of too-strong light. You aren't conscious of light as an entity, but only that the house is a cheerful place, even on rainy days. Turn the page to see this same room as it is lighted at night.

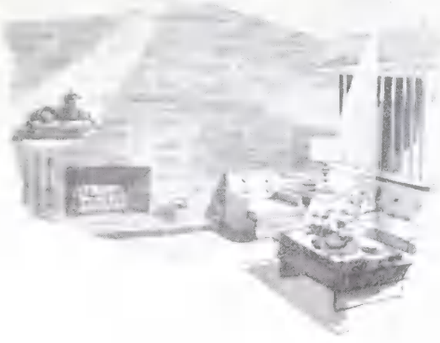


Pace Setter day and night light

continued

NIGHT

New glamour for the terrace *results from a new use of garden lighting—cones of light coming from almost invisible sources 20 feet up in the air. There's no harsh glare of too-bright light, no exposed bulbs or visible sources to bother anyone anywhere on terrace. Details on lights and their location on following pages.*



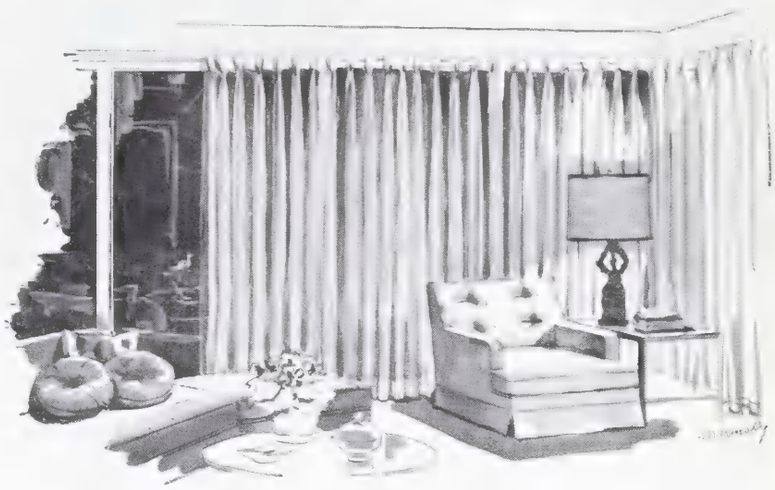
"Pinpoint" spotlight *on horse demonstrates imaginative use of decorative lighting. Note how texture of the stone wall is brought out by strong cross-lighting. Second "pinpoint" spotlight provides glamour lighting for lilies. Both lights are purely for drama.*



ALL PHOTOGRAPHS BY MAYNARD PARKER

Modern garden lighting balances indoor-outdoor light, eliminates mirror effect of big glass.

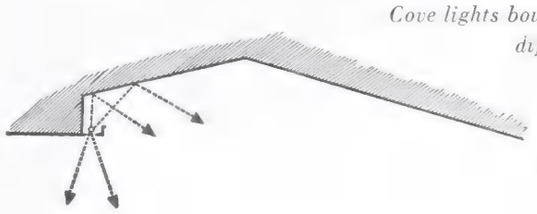
This wall of glass *is no black mirror at night because the amount of light outdoors equals that indoors. Outdoor light comes from 9 special 150-watt canister lights plus row of 7 lights in underside of the roof overhang. (See next page.) Terrace is 40 feet deep, paved in a light-reflecting gray-green Mosaic tile. Principal indoor illumination is from cove lights. Turn these off and, although room still seems light enough, window becomes reflective instead of completely transparent. On nights when terrace lights are not used, sheer glass curtains are drawn; these reflect light back into room instead of absorbing it.*



Sheer glass curtains perform day or night. Here they are reflecting light.

Cove lighting *provides way to produce high volume of light, uniformly distributed. This insures good seeing, but is too "flat" to be interesting. You must add decorative lamps and pinpoint spots (color photograph opposite) to introduce glamour lighting. This cove releases light top and bottom.*

Cove lights bounce light off ceiling, diffusing it downward.



Please turn the page

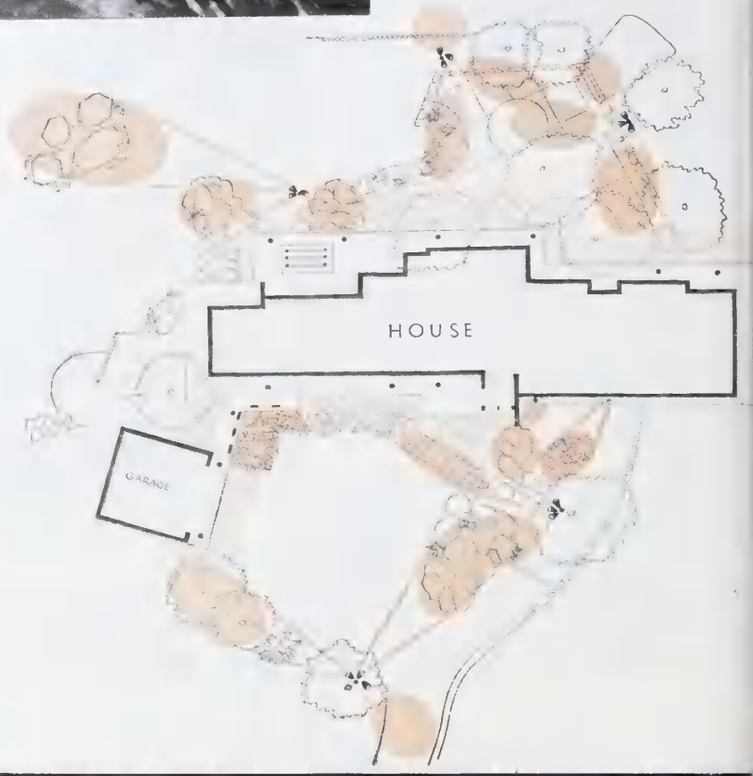
Pace Setter day and night light

continued



NIGHT

Guest arrival *should be glamorous, but without sacrificing safety and comfort. Light here is on natural features. Enough bounces from these to light parking area for safe footing, doesn't draw undue attention to expanse of paving itself. Note (plan at right) light directed to outline steps.*



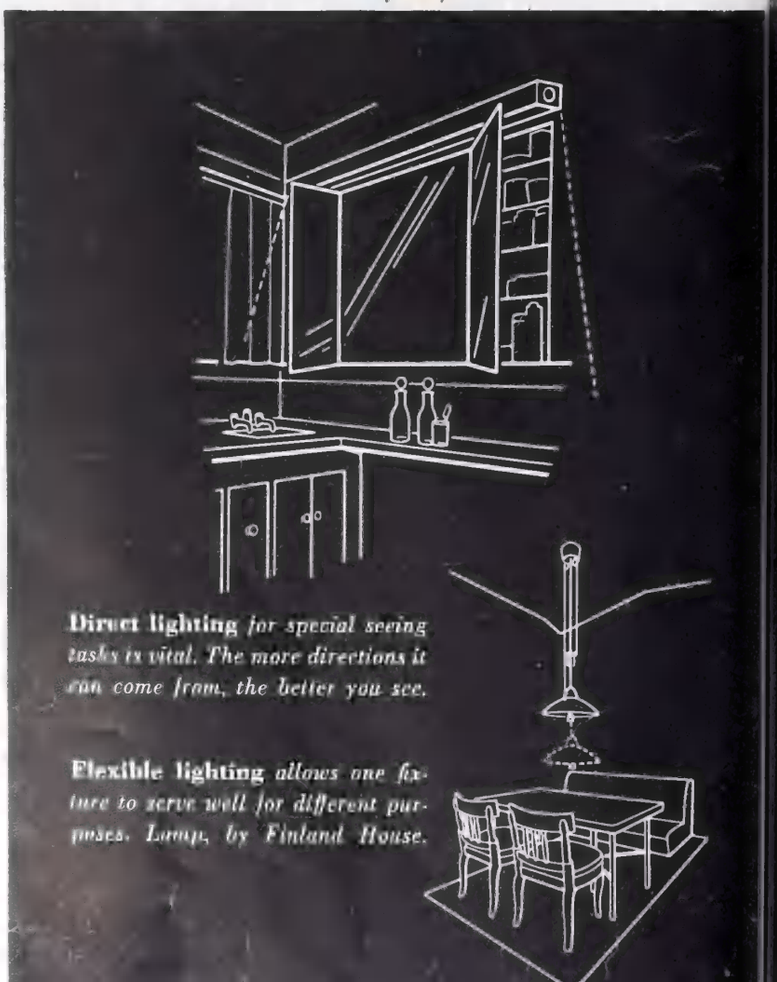


NIGHT

Bronze shield *lights dramatize screen fence and dado planting of Japanese yews. See how handsome texture of the stones help define (via light) the size of parking area. Like all good garden lights, they are inconspicuous by day.*

DAY





Direct lighting *for special seeing tasks is vital. The more directions it can come from, the better you see.*

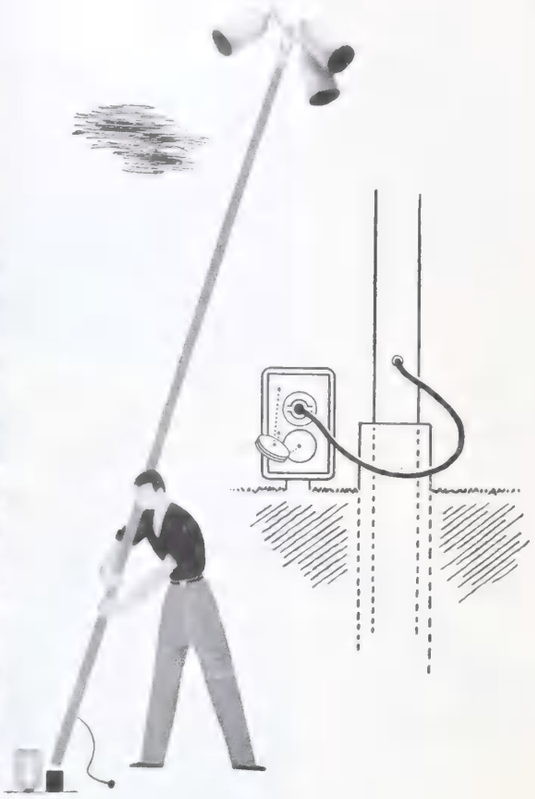
Flexible lighting *allows one fixture to serve well for different purposes. Lamp, by Finland House.*



150-watt canister *lights, custom-designed from stock parts for the Pace Setter, were used in threes to get overlapping pools of light. Deep canister hides bulbs, makes source of light all but invisible when mounted on 20′ poles.*



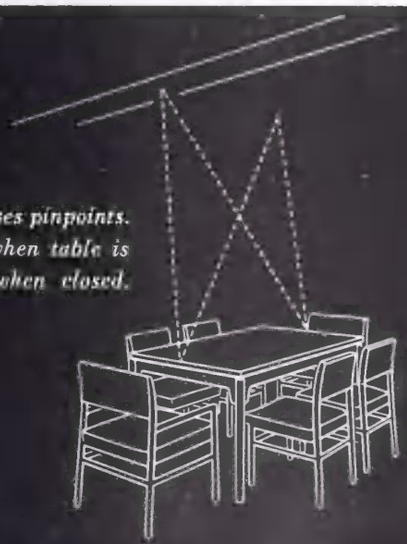
Ample outlets, *indoors and out, serve all anticipated needs. This waterproof outlet at base of light pole serves for terrace radio, food-preparing equipment, hedge trimmer, sprayer.*



Relamping *tall garden fixtures is an easy, one-man job. Demountable aluminum pole weighs only 16 lbs., withstands gales. Lamps, pole painted flat black are scarcely noticeable.*

More about Pace Setter lighting on pages 108 and 112.

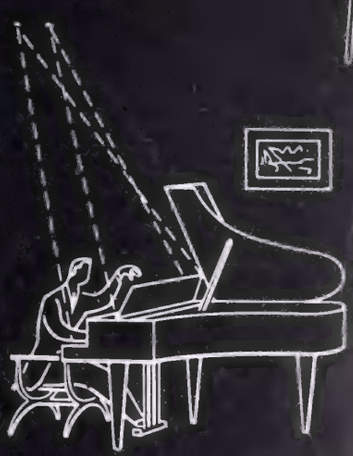
Learn what makes a good wiring system on page 99.



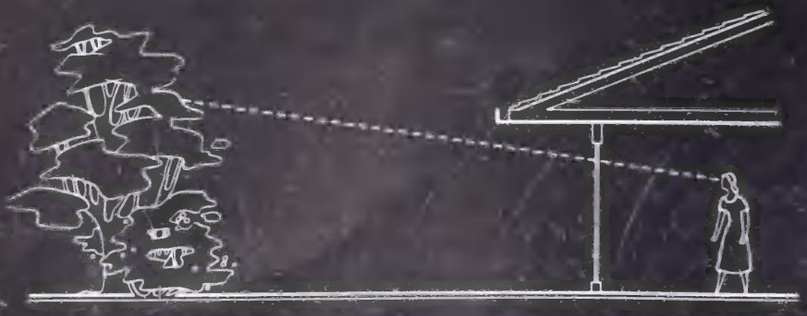
Dining table *uses pinpoints. Two are used when table is extended, one when closed.*



Lined draperies *and lattice blinds keep bedrooms dark for late sleepers. Sheer curtains temper the brightness of midday.*



Piano is lighted *perfectly with two ceiling lens fixtures which eliminate all shadows and bothersome lamps, cords.*



No sky glare, *thanks to proper width of roof overhangs and tall trees at terrace edge...*



LIGHTING BY RUDOLF WENDEL INC.

Because it simulates light from the sky, downward-directed light is especially comforting to human eyes. It is also the perfect tool for creating decorative spots of drama. Only down-light could turn this flower arrangement on a table top into so glamorous a composition of glow and shadow. For general light or seeing tasks, keep it diffused, and crosslight to kill shadows.

Nothing takes the place of

LIGHT FROM ABOVE

If a house is low-slung, with low ceilings and low, broad windows and perhaps a broad roof overhang, you get a form of light trouble that is new. The light comes into the house almost horizontally, instead of with a downward slant. You get bright enough rooms, and the light is pleasant and glare-free, *but* such horizontal light does not properly light up horizontal surfaces, such as a counter or a desk. All the downward light you get is what the ceiling reflects downward: and quite possibly, in just such a house, the ceiling is not white and hence is a poor light reflector. So the low window, while it gives you the most pleasant view and the mildest light, does not necessarily give you the best working light. And even when not working, you may sometimes feel there's something somehow wrong with the light. Perhaps the human animal is really built to have the light come down at him from the sky. At any rate, you may find you wish for a bucketful of light coming *down* from somewhere.

Architects know this. They have been through all these problems in connection with school buildings and have sharpened their wits considerably. They can now give you such downward light in several different ways.

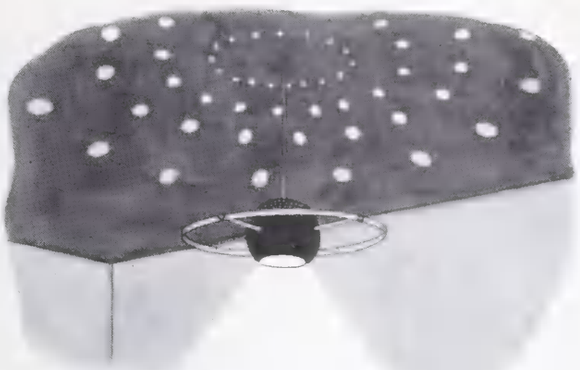
1. The *clerestory window*, i.e. the high strip-window. Such a window on one side of the room and a low, broad window on the opposite side make a good combination. The low one gives you the view, the high one cuts the glare of the low one and gives the light a downward accent. (*Please turn to page* 96)

Ways to get direct downlight

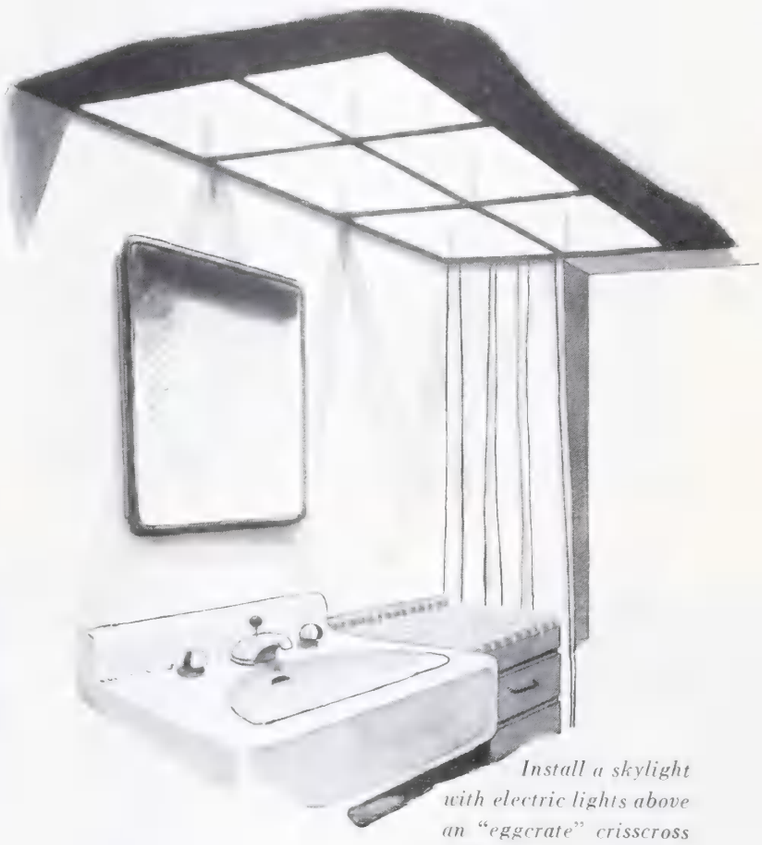
There are many visual tasks, such as playing cards or shaving, where you need downlight, no matter what other light sources there are in the room. You can do it with "optical" fixtures (left) based on theatrical practice in which the beam is precisely controlled. You can do it with more ornamental hanging fixtures (lower left). Or you can do it by a skylight, with strip lighting installed above louvers.



Recess a pinpoint fixture in ceiling. Lighting by Rudolf Wendel, Inc.



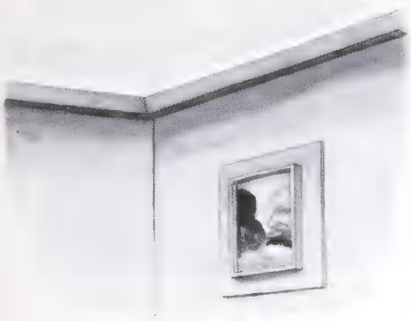
Hang a downlight like Kneedler-Fauchère's white "Saturn." Pierced shade flicks ceiling with light.



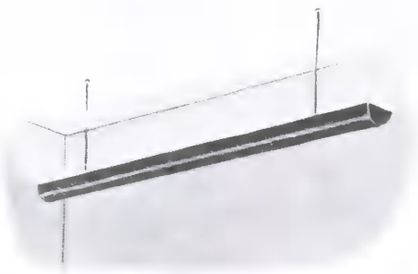
Install a skylight with electric lights above an "eggcrate" crisscross of fins that bounce light.

Ways to get indirect lighting

For visual comfort, your ceilings should be fairly light in value, especially at night. A simple way to achieve this is to throw light up on the ceiling to become a source of reflected light.



Build in cornice lighting to flood large areas of ceiling. This needn't cost much.



Suspend a "trough" from ceiling in rooms where cornice lighting is impractical.



Use a portable lamp with an open shade that throws lots of light on ceiling.

Keep light coming from the same direction – day and night

The imaginative use of light as a design tool gives contemporary houses much of their variety and sparkle. Too often, though, nighttime illumination doesn't come up to daytime standards. Windows, which during the day are luminous areas, become black pits at night. Handsome features become blurred, lost, or distorted. Fortunately, this visual warping can be avoided by good artificial illumination. Three houses, lit to "hold their shape" at night, show you how

Day and night, light in this room comes from the same carefully balanced directions.



NIGHT. *Two lighting coves—one below clerestory windows, one in the curtain valance—give soft general night light. George Fred Keck, architect.*



DAY. *Although this handsome room in the Midwest would be adequately daylighted by its big glass walls on two sides, it is dramatically improved by additional light from 5-sided clerestory around chimney.*

PHOTOGRAPHS BY HEDRICK-BLESSING

Skillful lighting preserves distinctive character of this room at night

3 PHOTOGRAPHS BY EZRA STOLLER



NIGHT. *To keep this dramatic tent-shaped ceiling from being lost at night, architect has put concealed floodlighting in skylight around central chimney, thus duplicating the daytime effect.*



DAY. *Three of six walls are transparent, using a special glare-reducing glass and protected by eight-foot eaves. This cuts down direct sunlight but gives the room good general illumination.*



NIGHT. *Continuous wood cornice carries both fluorescent tubing to illuminate ceiling and a series of downlights (behind egg-crate louvers) for lighting walls and floor. Distinctive character of room is thus preserved. Alfred B. Parker, architect.*

Thanks to built-in floodlighting, this skylight is one which works around the clock.

DAY



NIGHT

PHOTOGRAPHS BY MAYNARD PARKER



Where the plan does not permit windows on opposite walls, skylights are excellent devices for getting daylight into the windowless portion of the room. This enables you to balance your daylight. But to keep the room in balance at night, you must install built-in electric lighting in skylight, as in this house. Harwell H. Harris, architect.

How to hold a view at night

PHOTOGRAPH BY JULIUS SHULMAN — LIGHTING BY RUDOLPH WENDEL, INC.



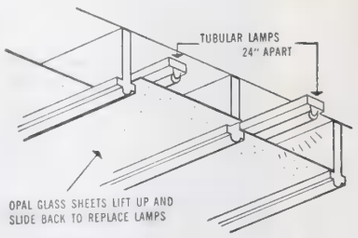
A panoramic urban view *is equally visible from this room, day and night. Thanks to controlled lighting by special "optical" fixtures, mirror-effect of glass doors is eliminated. Room can, of course, be normally lit when night view is not desired.*



Spectacular view *of San Francisco Bay is a central feature of this house, so its owner asked Architect Harwell Harris to try to preserve it night and day. A glass wall, with balcony beyond, commands view by day. See night solution below.*



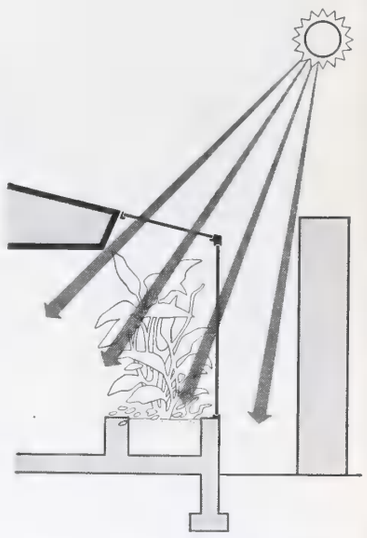
Night view *is held by "bouncing" light off balcony ceiling down onto the balcony floor. Then, with low illumination level inside the room, the light on both sides of the glass is balanced, and the mirror-effect is destroyed. This same principle can be applied to any glass wall where nighttime transparency is desirable.*





Luminous ceiling is artificially lit by tubular lamps above obscure glass panels. Panels push up, slide back for cleaning and re-lamping. Daylight enters through obscure glass plant bay.

Luminous



Section through plant bay shows how room gets daylight, even with neighbors only a yard away. To preserve privacy, obscure glass, fixed in place, was used on top and sides of bay.





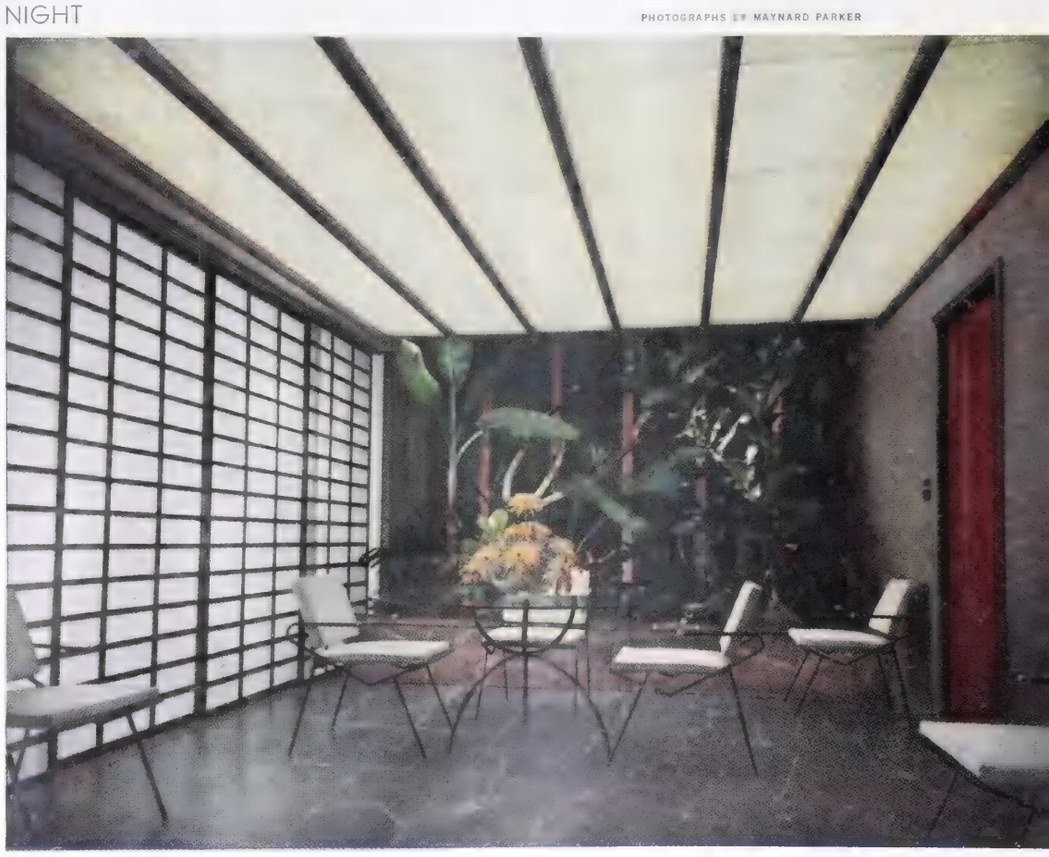
DAY

valls and ceilings can "open up" a room

NIGHT

PHOTOGRAPHS BY MAYNARD PARKER

If you have a view like the two houses shown on the facing page, you can open up your rooms to your heart's content. But what if you want to get a sense of space and airiness into a room that's only three feet away from your next-door neighbor? That's the problem that architect Philmer J. Ellerbroek faced in designing this dining room for the beach front house of Mrs. C. M. Cotton at Balboa, California. He solved it this way: He made the whole outside wall into a plant-filled glass bay, using obscure glass which lets in daylight but keeps out the "view." Then he made the whole ceiling a luminous light source by mounting tubular lamps above the glass ceiling. (See drawing, upper left.) The result is astonishing: Instead of a dark, windowless box, the room—night or day—gives the impression of a sunlit garden with its flagstone floor, tropical plants, and garden furniture. Glass is from Convex Glass Company; all furnishings and decoration, by Cannell and Chaffin.





Flexible Fixtures...

for light wherever you want it

By Frances Taylor Heard

Few rooms today serve one function only, because space is rarer than rubies in modern living. You can create the illusion of space by using light architecturally. But now a new genre of lighting fixtures, usable in any kind of house, can actually create space itself. These are the hanging, counterweighted fixtures that move up or down and sometimes across the ceiling to give you light precisely where and when you need it, and so increase a room's usefulness. You can regulate their height, make them hang low over a table for dining, even lower for writing, or at a touch, push them up and out of the way, freeing space for other activities. Work out your own combinations of uses. For instance, an easy chair and a piano or a bed and a bedroom desk might share the same fixture. But, versatile as it is, it won't light a whole room. You need good, glarefree over-all light, too.



You can move these fixtures up or down to any height, via a pulley mechanism. All diffuse light. Top right, parchment-lined linen, Finland House. Above, Litecraft punched brass. Right, Japanesque linen lantern, courtesy of Bonniers.

More flexible fixtures on page 120

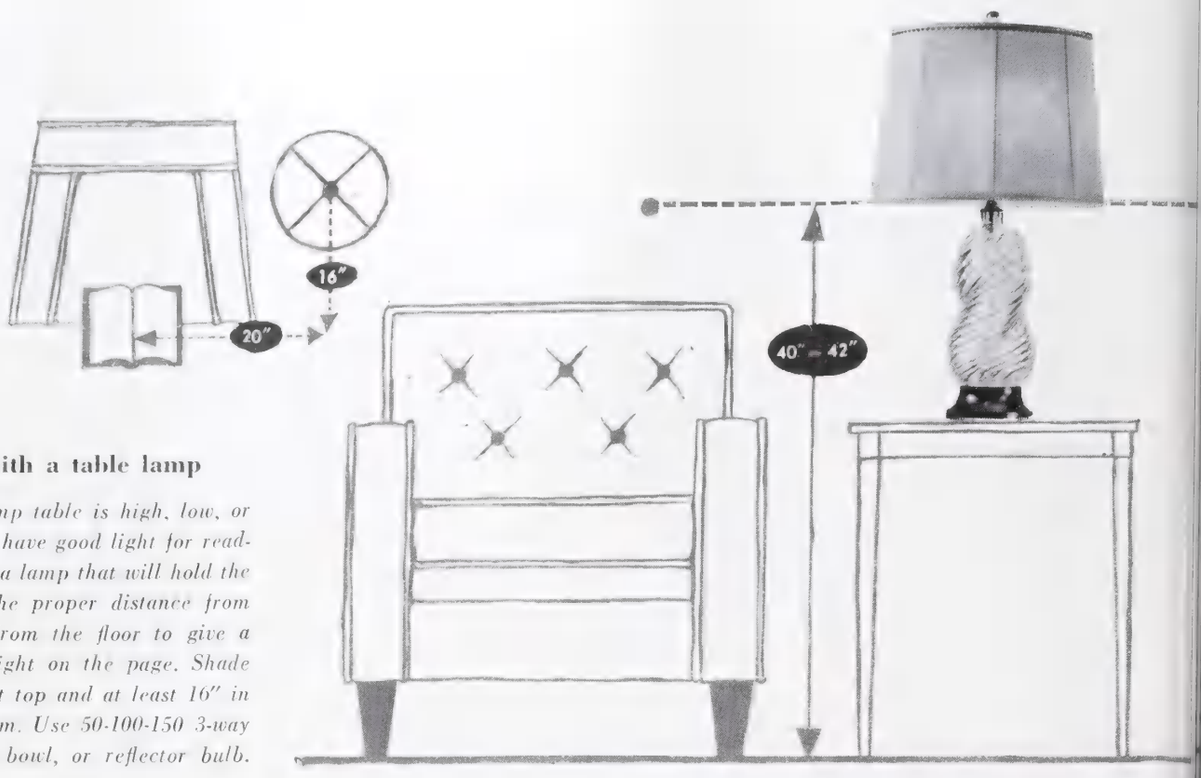
A "dining-room" fixture that follows your table

OGRAPH BY WILLIAM HOWLAND



Whatever room in the house you dine in, these new up-and-down-moving fixtures let you enjoy pleasant, low-hung light over your table, without freezing any part of a room for dining only. But, even more space-freeing is Lightolier's "Traveler" (opposite) which slides on a track across the ceiling (sketch). Move your table or extend its leaves, this fixture follows right along at any height you choose from the wall to the center of the room. Shade is wood splats; fittings, brass. Table is laid with Jackson's "Queen Ilena" china; lacquer bowls, United Enterprises; napkins, Irish Linen Guild; West Virginia Glass and crocheted cellophane mats, courtesy of Mayhew Shop; Ronson lighter. Furniture, Charak Furniture Co. Dacron curtains by Hathaway. Sterling is R. Wallace & Sons' "Grand Colonial."



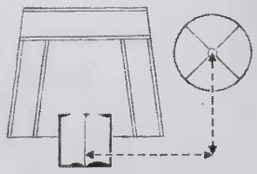


Reading with a table lamp

Whether your lamp table is high, low, or medium, you can have good light for reading if you choose a lamp that will hold the light source at the proper distance from your book and from the floor to give a good spread of light on the page. Shade should be open at top and at least 16" in diameter at bottom. Use 50-100-150 3-way bulb in reflector bowl, or reflector bulb.

To really do a job—

Lamps need



1. the right placement

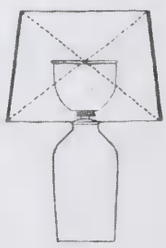


Reading with a Floor Lamp

The taller your lamp, the farther behi your chair it should be placed so that y won't see up into the light source. In standard floor lamp, use a 100-200-300-w bulb in a reflector. A wall-hung lamp w also provide good light for casual readi if your chair is placed close to the wa The one above has built-in reflector devi will take two 75-watt standard bulb







2. the right "works"

3. the right shade

SKETCHES BY HARRY MARINSKY, PHOTOGRAPHS BY GEORGE LAZARNICK

By Sara Little

No matter how perfectly balanced the general lighting of your home is, you still need portable lamps for specific seeing tasks like reading, writing, sewing, or applying make-up. Each job demands special lighting, so for real seeing comfort, be sure every lamp fills these three requirements:

1 It must be in the right place. Each task calls for a differently placed source of light. The diagrams here show properly measured lamp heights and positions for specific jobs.

2 It must have the right kind of shade. The shade should be deep enough so that you never look into the light source from either above or below. It should be almost as wide at top as at bottom, so some light is thrown upward to contribute to general illumination. Preferably, it should be translucent, but not enough to reveal the bulb as a big, bright spot. If opaque, the outside should be neither very much darker nor lighter than the nearest wall.

3 It should have the right kind of lighting equipment. High wattage alone is no substitute for properly diffused light. A white glass or plastic bowl diffuses light from ordinary lamp bulbs. The new reflector bulb, set neck-down into an upright socket, diffuses its own light, but needs a wider harp (the metal device that supports the shade). More about this on page 102.

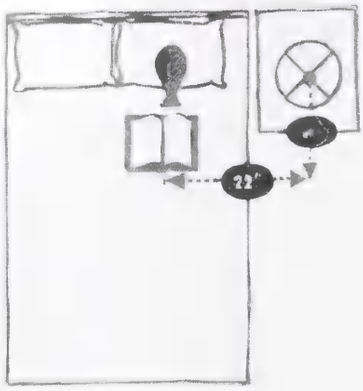
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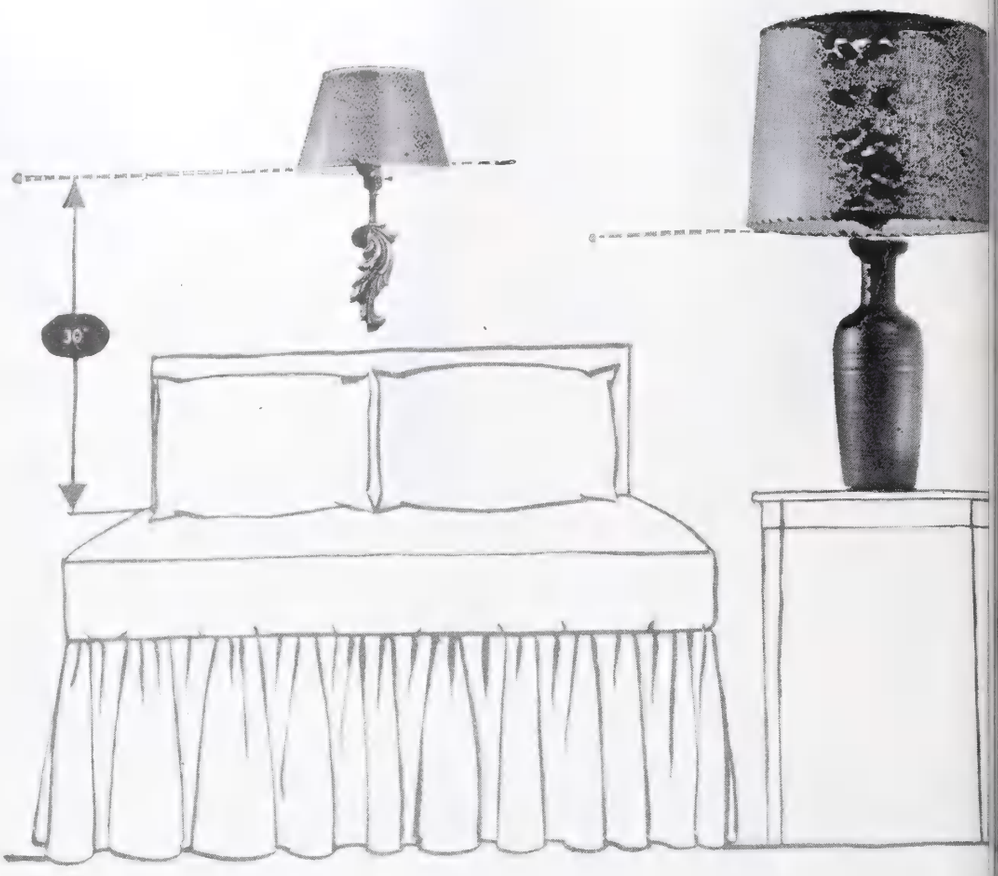


Sewing

A good lamp to use for sewing is a floor lamp with a swing arm which permits light source to be brought closer to your work. Use 50-100-150-watt bulb in a reflector or 3-way reflector bulb.

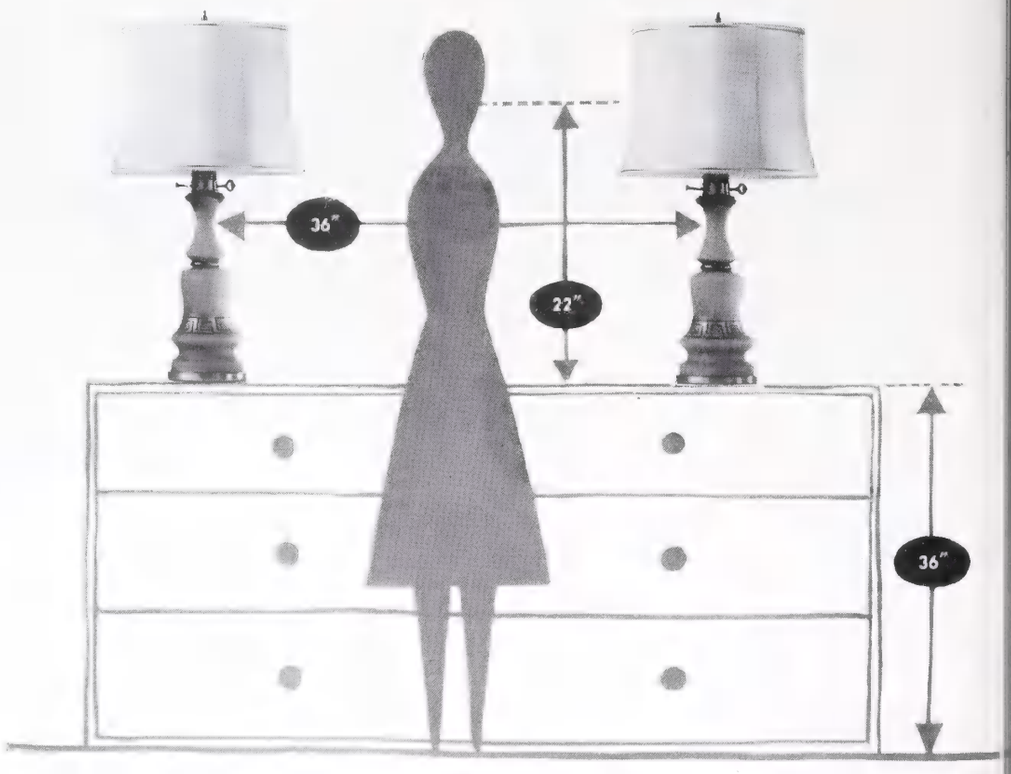
Continued from preceding page





To really do a job, lamps need:

"measured" light for every purpose



For a dresser

To give the best light for shaving or applying makeup, the center of the light source should be on a level with your cheek and you should have equal light on both sides. Lampshades should be of pale neutral tint, at least nine inches in diameter at bottom and seven inches deep. Use a 30-70-100-watt three-way lamp bulb or a 100-watt standard bulb.

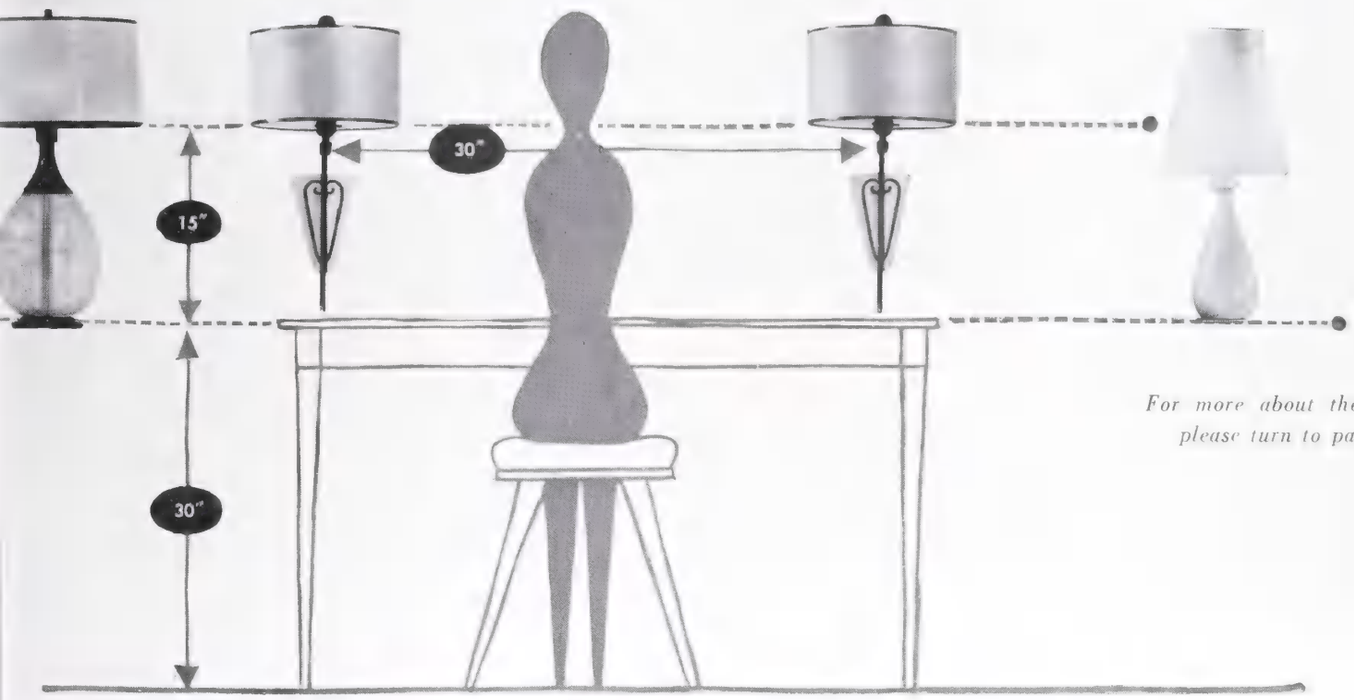


For reading in bed

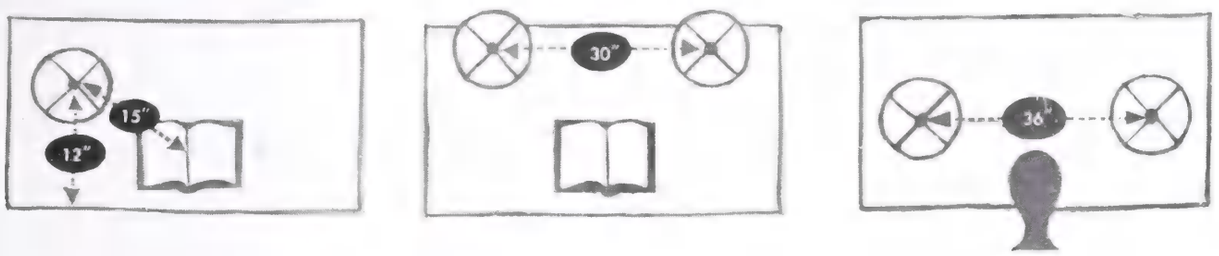
You'll be able to read in bed without eye-strain if you have enough light from a lamp so placed that you do not see up into the shade. Top of shade should let some light escape upward to eliminate sharp contrast. Wall light should be centered over headboard and placed somewhat higher than a table lamp or hanging lamp beside bed.

For a desk or dressing table

At a living-room desk where you do occasional reading or letter writing you will get good lighting from a properly placed table lamp (far left below). Use a 150-watt bulb in a reflector bowl or a 150-watt reflector bulb. A desk used for longer periods of concentrated work should have even lighting over the whole top area. A pair of wall lamps (flanking figure below) will provide this and leave desk top clear. Requirements for a dressing table (right below) are like those for a dresser (opposite page) except that lamps should be lower so that center of light source will be at cheek level when you are seated.



For more about these lamps please turn to page 102






NORTH LIGHT
SUNLIGHT
OUTLOOK
CROSSLIGHTING
OUTLOOK



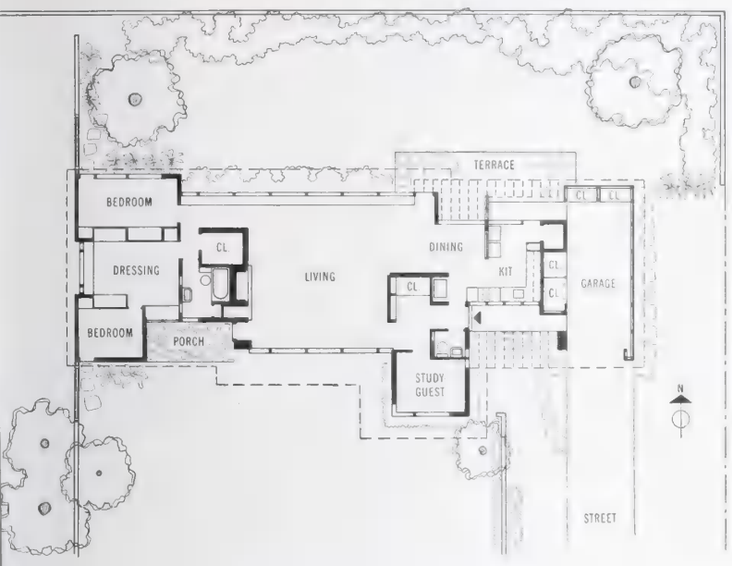
How to Have Balanced Light, Outlook, Privacy...

. . . on a city lot

By James M. Fitch

A living room as well lighted as the one shown here would be no trick on a five- or ten-acre tract. With that much space around you as a buffer, problems of outlook vs. privacy disappear. It is only when you try to accomplish this on a typical suburban lot that you begin to realize how much skill and foresight they require. It has been done in this house for the Russell A. Fishers at Glenview, Illinois, and it began with the very siting of the house—a long, thin plan, running from east to west across the rear of a south-facing lot. By enclosing the entire yard with a six-foot-high redwood fence, the architect was able to size and locate his windows for optimum daylight, sunshine, outlook, and ventilation without having to worry about privacy from street or neighbors. The largest glass areas face south for winter sunshine. But for balanced daylight, the architect has also used a continuous line of smaller, high windows along the north wall. The result is a room with balanced, glareless light pleasantly related to the outdoors. Since the house runs as close to east and west lot lines as the code permits, the ends are largely blind—garage and service on the east, closed bedroom walls on the west. Main outdoor living area is thus toward the south, off the living room. (*Please turn the page*)

Because of its large windows on opposite walls, this room has good glarefree daylighting. Direct light from the sun is balanced by cooler reflected light of the north sky. All windows are shielded externally by wide eaves.



A redwood fence is an integral part of the Fisher house design, making big glass areas possible with no loss of privacy.



ALL PHOTOGRAPHS BY NOWELL WARD AND ASSOCIATES



William Deknatel, Architect

Mr. & Mrs. Russell A. Fisher, Owners

Carl Rydell, Contractor

Fireplace end of living room illustrates good daylighting principles. Windows are grouped together so whole wall becomes luminous. They run up to ceiling, making it a source of reflected light. Glass curtains cut down intensity on glary days. Windows on opposite wall balance room lighting.

Balanced light, outlook, and privacy *continued*

Designed for a professional couple who wanted comfortable living with a minimum of housework and no servants, the Fisher house makes a wide use of low-maintenance materials. Floors are polished concrete, integrally colored and waxed. Walls are either of brick or redwood. Ceilings are natural-colored, sand-finished plaster throughout. These soft, muted tones are warm yet neutral enough to allow great freedom in decoration.

Though low in key, the rooms are daylighted from two or three directions; thus they avoid any sense of glare or gloom. And because the house and lot have been designed as a unit, these windows could be located and sized as needed without any worry about privacy. This sort of over-all planning pays other dividends. For example, window draperies need be no more than glass-curtain weight, with merely enough body to act as reflective surfaces for nightlighting. Since all the windows face either north or south, they could be protected against direct summer sun and sky glare by generous overhangs. (*Please turn to page* 109)

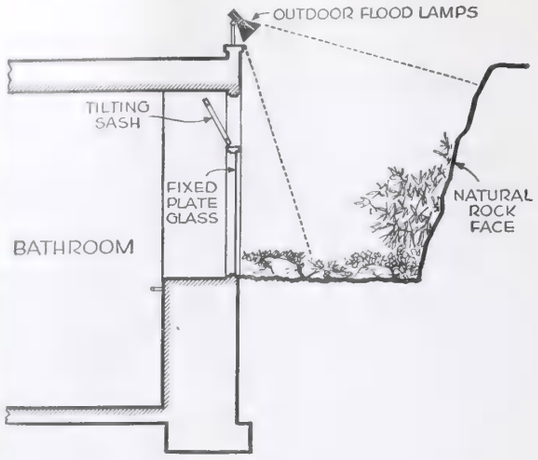
NOWELL WARD & ASSOCIATES



Dining and cooking areas get general night lighting from a handsome architect-designed ceiling trough. It carries a line of fluorescent tubes which sends light downward through frosted glass and bounces light up against ceiling. Kitchen counters and range top are lit by concealed strip lighting under wall cabinets.







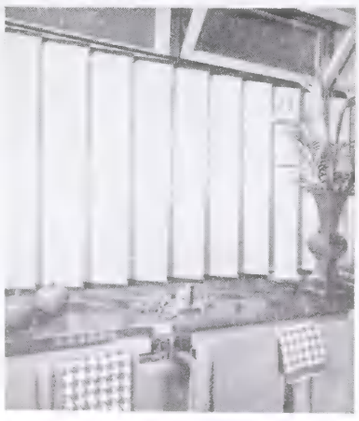
DAY

Even lesser rooms can have glamour and a sense of spaciousness if they are opened to a private view, visible day and night. Here Henry Wright, architect, installed a clear sheet of Libbey-Owens-Ford glass to open his own bathroom to this miniature garden, designed by landscape designer Edwin T. Wyatt. It's illuminated at night by a high-mounted floodlight. Linoleum counter top by Armstrong Cork Co.; Martex towels; bowls, Chinese statue, courtesy of Leo Gould.

NIGHT

PHOTOGRAPHS BY EZRA STOLLER





Privacy and sun control are insured by these "Thru-Vu" vertical blinds, which can be pulled to one side.

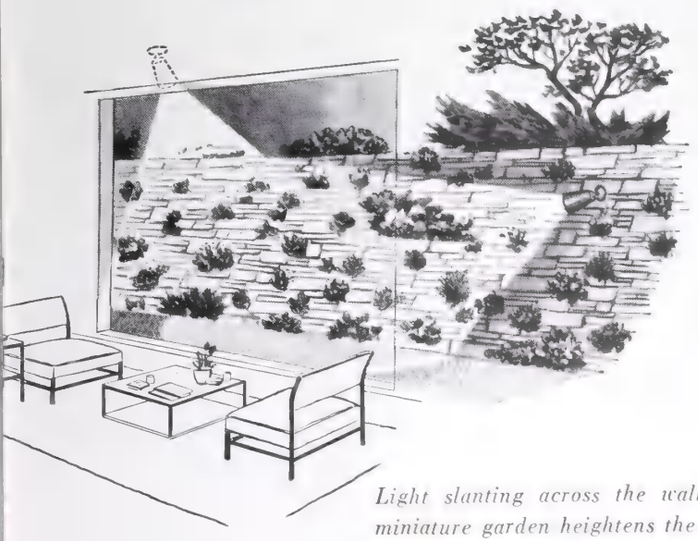


Plan a day and night picture in your picture window

By Dr. Joseph E. Howland
House Beautiful's Garden Editor

You can plant a small but beautiful picture in your picture window and light it for your nightly pleasure. All you need are a few fine plants and two inexpensive lights

If you have a picture window, you should certainly have a picture in it. And you *can*, quite easily! Even if you are not blessed with large grounds or a distant view, you can enclose a small area outside your window and turn it into a private, miniature stage, using as a backdrop a stone wall or wood fencing. Since the area is small, you can afford to use the finest plants and keep them in top condition. You'll be getting the most out of them, too, because, once you spot a few lights outside, you'll be looking at each specimen very closely day and night. Thus you will turn the black hole that is your picture window at night into a dramatic lighted stage, more wonderful than by day. Then your large expanse of glass is used properly.



Light slanting across the wall of a miniature garden heightens the rough texture of the rocks, dramatizes the tiny rock plants and vines growing in soil in the masonry backdrop. Second light is just outside window.

PHOTOGRAPH BY MAYNARD PARKER

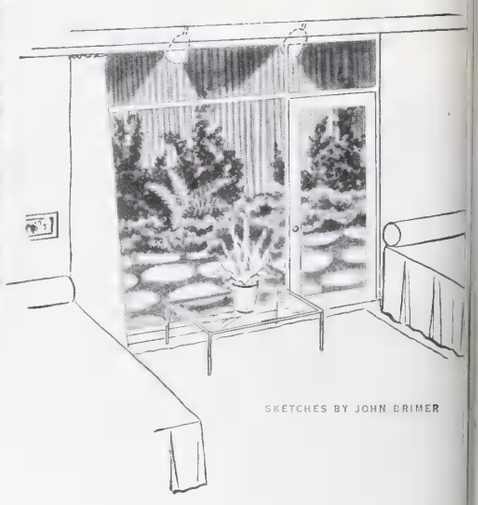


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Picture in your picture window *continued*

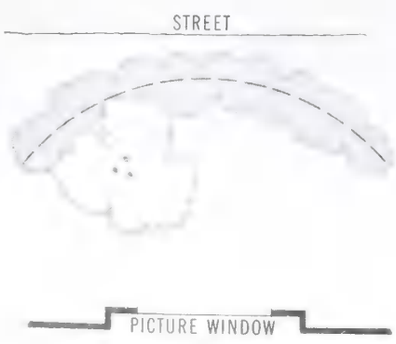
Ferns have an "easy glamour". They are easy to grow, look glamorous, particularly under night lights. They thrive on the north side of a house, in a daytime shade too dense for most plants. Their growth is rapid, certain, completely trouble-free. Just remember to water them regularly. Paving here is made of 5"-thick slices cut from a big log, replaces hard-to-grow grass where area is too shady or has too much foot traffic. Night light is mounted high and to the side, casting strong shadows on the redwood fence.

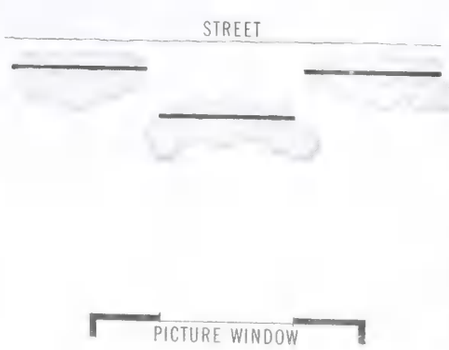


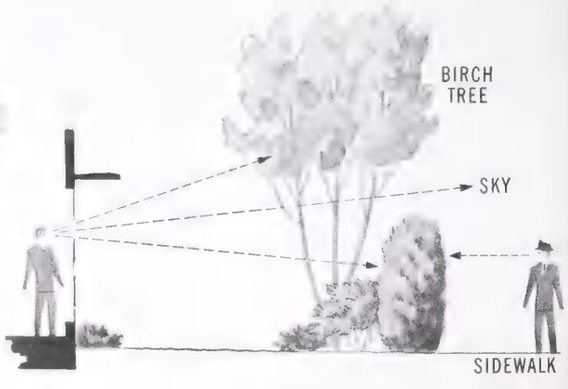
SKETCHES BY JOHN ERIMER

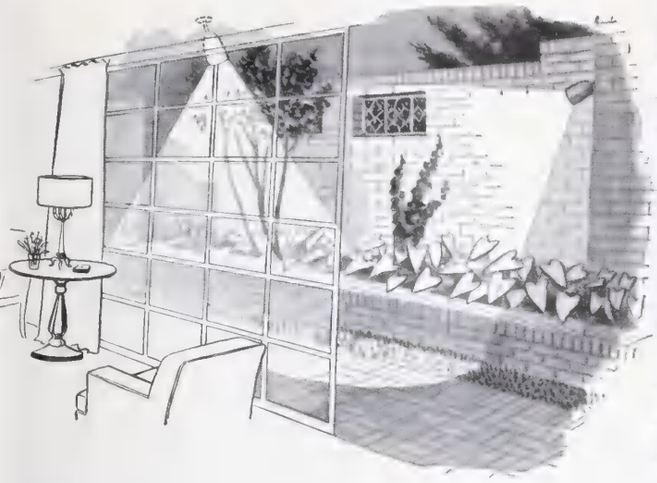
If your picture window faces the street

Don't despair! You can plant two pictures—one for you to look at from inside, the other a pleasant, friendly scene for the passer-by. Use a sapling fence, erected in a semicircle and planted on both sides. If you want to let through the summer breezes, consider a baffle fence with two-sided planting. Breezes slip through; vision does not. Or combine shrubs or a hedge with a tree pruned high enough to give you an opening to the sky, but with privacy always guaranteed.









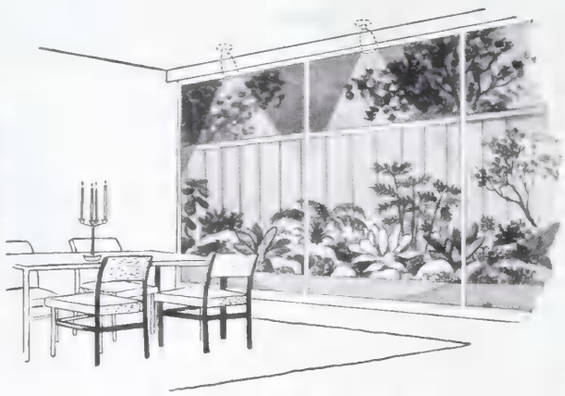
Picture windows are a good thing if they reveal a picture you can live with. Owner here assured himself one by using a brick coping and caladium-filled plant boxes, then lighted the garden for evening pleasure. You can grow caladiums from bulbs or buy them in full leaf. They do best in shady places, often last all summer. Potted plants let you stage a permanent flower show. You could precede caladiums with potted tulips and daffodils, follow them with chrysanthemums. Ivy espaliered on the wall will, in time, offer a sizable green view even in the winter.



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

TWO PHOTOGRAPHS BY MAYNARD PARKER

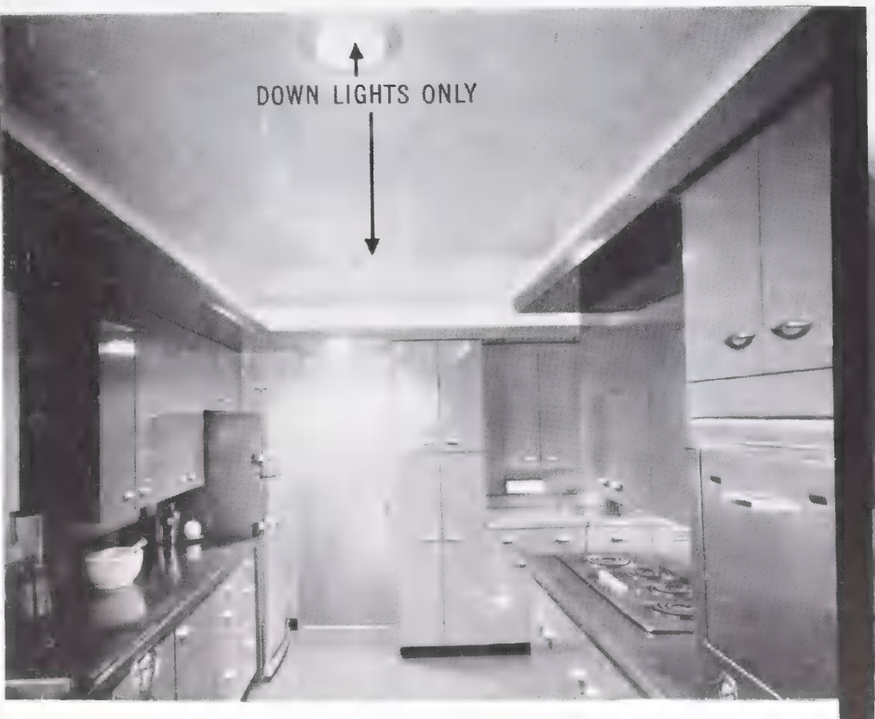




Your picture window need not look into your neighbor's picture window, as so many do. If you have as little as 5′ between you and the property line, you can build a garden like this with a sneak path of stepping stones to make caring for your plants easier. Better count largely on ferns, as here, since fence-building close to house may create shade. Choose each plant as if it were a jewel. You can go all out, because the area is small. From your window seat you will be able to enjoy a close-up view of each plant all day, as well as at night.

Don't confuse general light with working light

Four types of light make this a scientifically lighted kitchen, illustrate an important lesson. Wherever there's a specific seeing task, it is not enough to have a high general level of illumination. You must also have specific light on the actual working surface



Down lighting alone is not enough

With center lights only, you have just about enough light to see how to get to the refrigerator without bumping into the stove. This type of harsh general illumination is not adequate for any of the dozens of tasks which are done in the kitchen, yet many kitchens have only this type of lighting.



Indirect lighting turns ceilings into light fixtures

With fluorescent cove lighting on, white painted ceiling becomes source of excellent general illumination. But for the close-up work of slicing, paring, stringing, or shelling, this illumination is neither adequate nor correctly located, since the housewife would always be working in her own shadow.

One of the most familiar of all complaints from the kitchen is this: "No matter where I stand in this room, I'm always working in my own shadow." Many cut fingers, scalded hands, burned roasts, overturned saucepans, and frayed tempers are due to this problem. You may even have a high *average* level of illumination in the kitchen. But that is not enough. For the eye to accomplish any visual task safely and comfortably, it must have *enough light right there on the task itself*. And light that's somewhere else in the room won't solve the problem.

Much of the work done in the kitchen is as precise and exacting as that done in any factory. Some of it is actually more dangerous. Yet few kitchens follow those fundamental principles in lighting which in a factory would be considered rudimentary. And what goes for the kitchen applies with more or less force to every other area in the house where close visual work is done—mending, reading, studying, ironing.

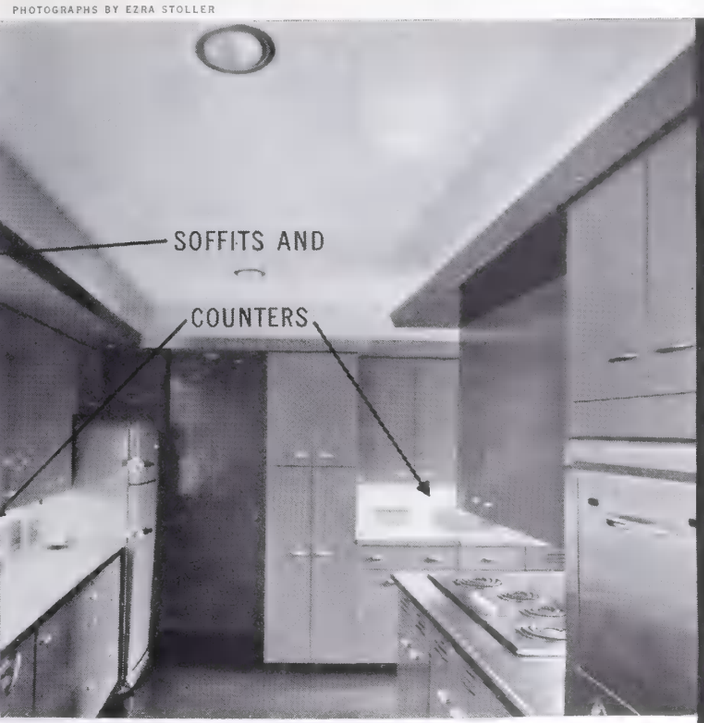
There's nothing mysterious about kitchen lighting. You'll need an electrician to do the actual work. But plain common sense on your part will tell you what ought to be done. Wherever you work in the kitchen—at sink, stove or counter—you need (1) good light falling directly on the work surface. (2) The source of this light should be shielded out of your field of vision. And (3) there should be enough light from other sources in the room so that there are no uncomfortable contrasts in shadows vs. light.

For several reasons, most of the lighting jobs in today's kitchens are done artificially. First of all, you're not apt to have enough windows to do an adequate daylighting job. You need all the wall space for storage cabinets. Besides, it is cheaper to install a light fixture than a window and easier to concentrate the light just where you need it. Of course, there is nothing better than daylight; and if you can't manage enough windows, you can use skylights which give excellent general illumination.

But, natural or artificial, remember that you've got to have general *and* specific light to enjoy a comfortable, efficiently lighted kitchen.

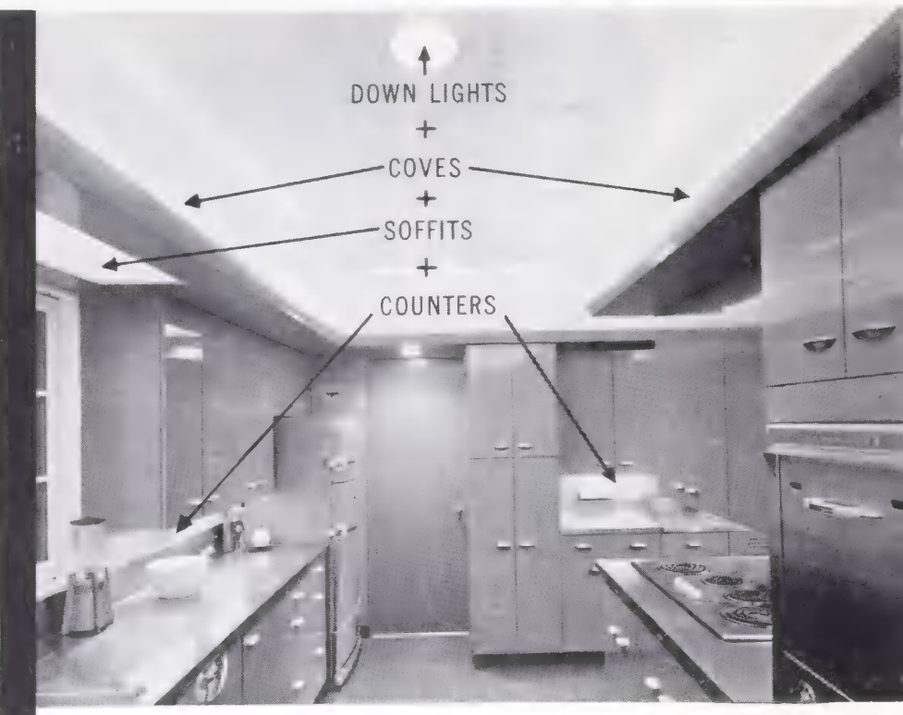
The lighting of this kitchen was engineered by The Lamp Division of General Electric Company.

PHOTOGRAPHS BY EZRA STOLLER



Direct-on-the-work-itself light

Here soffit light over sink and recessed lighting over counter tops and range are turned on. Now all surfaces on which kitchen work is done have enough light from proper direction. But without general illumination, it is still visually uncomfortable because of great bright-and-dark contrast.



Complete illumination gives complete eye comfort

Here you see the kitchen lighted as it should be. Both general and specific lighting is on. The result is high-level illumination in those areas where close and critical work is involved. Added to this is absence of glare anywhere in the field of vision. It is under these conditions that the eye works best.

Your WHOLE HOUSE *is a* LIGHTING FIXTURE

Modern lighting is capable of transforming your house, if you apply today's discoveries. You only cheat yourself when you remain unaware of the infinite and glamorous possibilities of new lighting developments

There is no precedent for the kind of light you can have in your home today, if you and your designer know how to get it.

You may throw light on a dining table, cutting it off at the exact edge of the table so that jewelled fingers sparkle and faces are left in kindly shade. As the meal progresses the light may be gradually dimmed until the meal ends in light that is low and intimate. You can throw light against an exterior overhang, lighting the room inside by reflected light thrown back into the room, creating the effect of moonlight.

By skillful control of light, you can kill the reflection of the glass in the window at night, making a lighted garden or the sparkling panorama of city lights part of the room. You may illuminate a ceiling to make a form of decoration never obliterated by a crowd in a room. You may use large areas of low luminosity to create an effect never possible before.

Many of today's light sources are built into the structure so that illumination methods should be chosen early in the design, and their needs provided for just like those of heating and plumbing. Structural forms now serve as reflectors or as luminous areas. Cove lighting, panel lights, indirect ceiling illumination, spotlights, luminous boxes, lighted niches, ceiling coffers, prismatic lenses and soffit lights are some of the ways in which lighting becomes part of the structure itself. (*Please turn to page* 113)

NIGHT

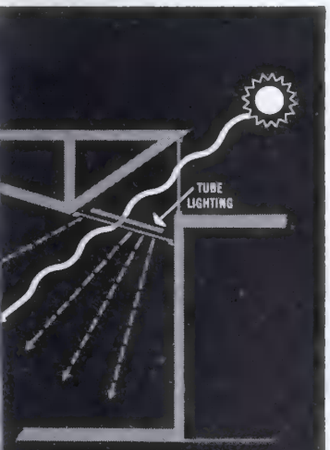




This beautifully lighted room in a house by Harwell Harris could easily have been visually uncomfortable had not Architect Harris introduced skylight to balance illumination from big window. Result is a pleasantly luminous interior, neither dull nor glary.

DAY

PHOTOGRAPHS BY MAYNARD PARKER



ou can see from these pic-ures that, night (left) and ay (right), the skylight in is house by Architect Harris orks equally well right round the clock. The draw-g above shows how it's done. aylight enters through ver-cal windows at upper right, diffused through frosted lass at ceiling line. At night, ghting behind glass creates me effect. Glass is movable.



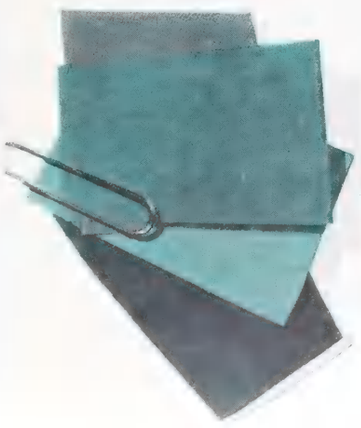
The latest landscape idea:

Paint your Garden with Permanent Color

By Thomas D. Church
Landscape Architect

Supplement flower color with paints. Flowers are a wonderful, gay way to fill your garden with color, but since "continuous bloom" is strictly a myth, wise flower lovers are learning to use paint colors, too, in the garden. You may wonder how you would like paint among your flowers. Clients often ask me about this. They are skeptical. But no one who has tried it would be without the life and sparkle that paint adds. Then the garden "blooms" all year.

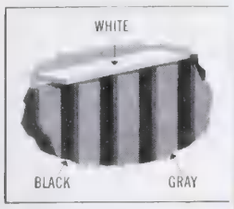
Garden painting is simple. You don't need to call in a painter. Buy a ready-mixed paint or stain in the color of your choice, and go to it. Better start with a 3-inch brush, graduate to a 4- or 5-inch size. Apply plenty of paint. Dry wood soaks up paint, but this is fine. You want plenty of color impregnating the wood so rains won't wash it out. Be sure that the wood dries thoroughly after rain before you start to paint.



Don't try to match foliage greens. Result always looks false. Gray-greens are good contrast to foliage. Yellow-greens and blue-greens are dangerous. Chartreuse is really a yellow, can be used with gray foliage or compositions which do not include grass.

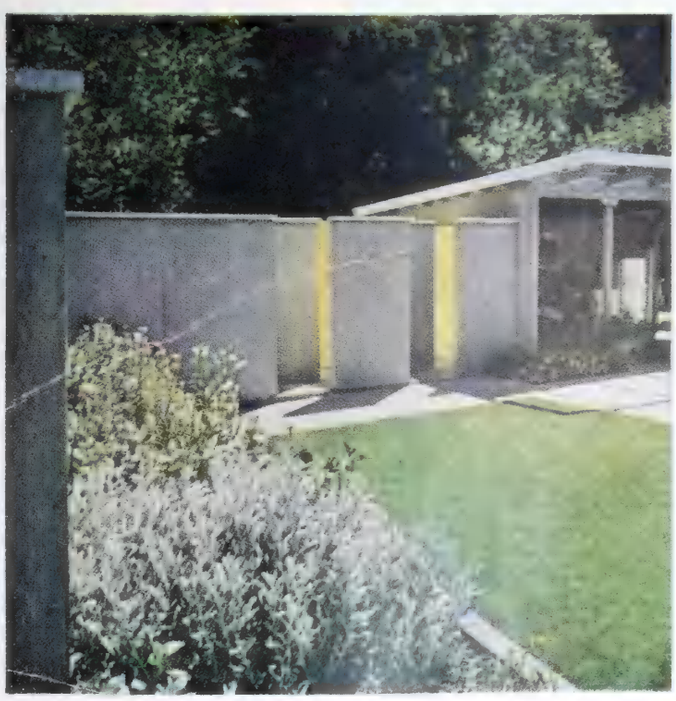
Watch out for greens! Green is the trickiest color of all to use successfully in the garden (see explanation at left). Surprisingly, although green is the dominant color in the garden, *never* paint an object green "to make it disappear." It will *always* stand out. Instead, paint or stain it a dark, weathered gray, if in a sunny place. Use flat black for objects in deep shade, or when they are very thin and seen against the sky (poles on page 51, for example).

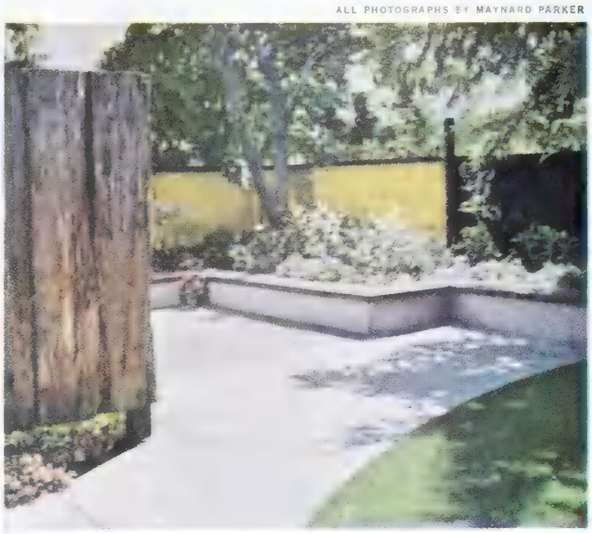
White is usually used incorrectly. White constricts the garden. While white may match your house, or lighten the whole composition or provide a background for color, it will also define the area more rigidly than anything else would do and make it look much smaller than it really is. When you want a feeling of complete enclosure use white. When you want the area to feel enclosed but not contained use a white cap on a colored or dark fence. Opposite and page 7



Yellow warms the garden picture by bringing in an illusion of sunshine. In this garden yellow provides the excitement, too. Fence of alternating gray and black is a vibrant, important element. Background of arbor in solid black makes it recede, by giving depth.

ALL PHOTOGRAPHS BY MAYNARD PARKER





Pool house (left) is a bright color and its furniture exciting, so fence is kept monotone except for yellow to show baffled entrances to dressing rooms. Main fence in garden above is brown-black where garden is narrowest. Yellow only in far corner makes garden seem wider.

Paint your garden with permanent color

continued



Pink and black is an exciting color combination in gardens, but be careful to use the pink sparingly. It is always eye-stopping in any composition. Even a lavish use of gray-leaved plants can't tone down the pink. But with wise use, pink is just about the best color to bring out interesting structural details, as in this pool house. Note how pink is picked up again here in flowers and furniture coloring.





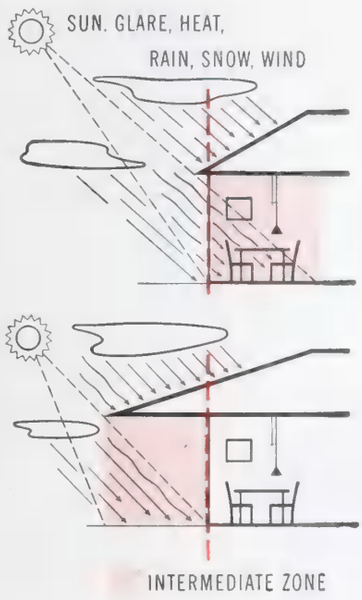


Grass and ground covers are important parts of the palette. Areas must be larger, calmer than need be on vertical elements. Watch carefully the flow of lines, the relation of textures, materials. Colors should not change within one material unless this is a definite part of the over-all design.



A STOLLER

The wide sheltering roof of this house by Frank Lloyd Wright creates an intermediate zone which reduces weathering of walls and gives added protection to people behind those walls from excessive sun, glare, and heat.



Use your roof to create an intermediate zone beyond the wall. Then you'll break the full force of the elements before they hit the house.



The lid-type roof exposes weakest point of structure—intersection of roof and wall—to full brunt of weather. Wall deteriorates rapidly (see right) and occupants, for comfort, must add protective devices inside the house.



vorking tool. It thus falls a victim to the very *Beaux-Arts* Classicism which it aspires to replace. It shares vith the *Beaux Arts* the obsession with the façade, the wo-dimensional elevation. The Corinthian colonnades, with heir fixed laws of proportion and spacing, are gone—ut the iron dictates of formalism are still there.

It would be absurd to argue that all houses with gabled oofs are good, or that a well-designed roof guarantees, y itself, a good house. Neither life nor architecture is so imple. As a matter of fact, it doesn't matter what the *hape* of the roof is—flat, gabled, shed, or butterfly—nor vhat it's made of—built-up asphalt, slate, or wood shingles. t is primarily a problem of whether the roof is designed eally to offer maximum *shelter* to the *entire* house or nerely to keep rain out of the rooms.

The visual difference between the lid and parasol roofs is triking. Two houses otherwise (*Please turn to page* 120)

Paint your garden with permanent color

continued



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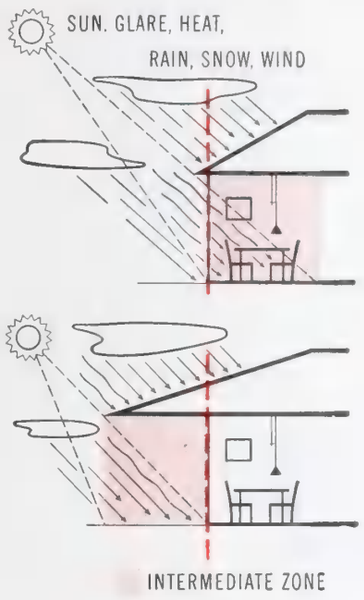


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The wide sheltering roof of this house by Frank Lloyd Wright creates an intermediate zone which reduces weathering of walls and gives added protection to people behind those walls from excessive sun, glare, and heat.



Use your roof to create an intermediate zone beyond the wall. Then you'll break the full force of the elements before they hit the house.



The lid-type roof exposes weakest point of structure—intersection of roof and wall—to full brunt of weather. Wall deteriorates rapidly (see right) and occupants, for comfort, must add protective devices inside the house.

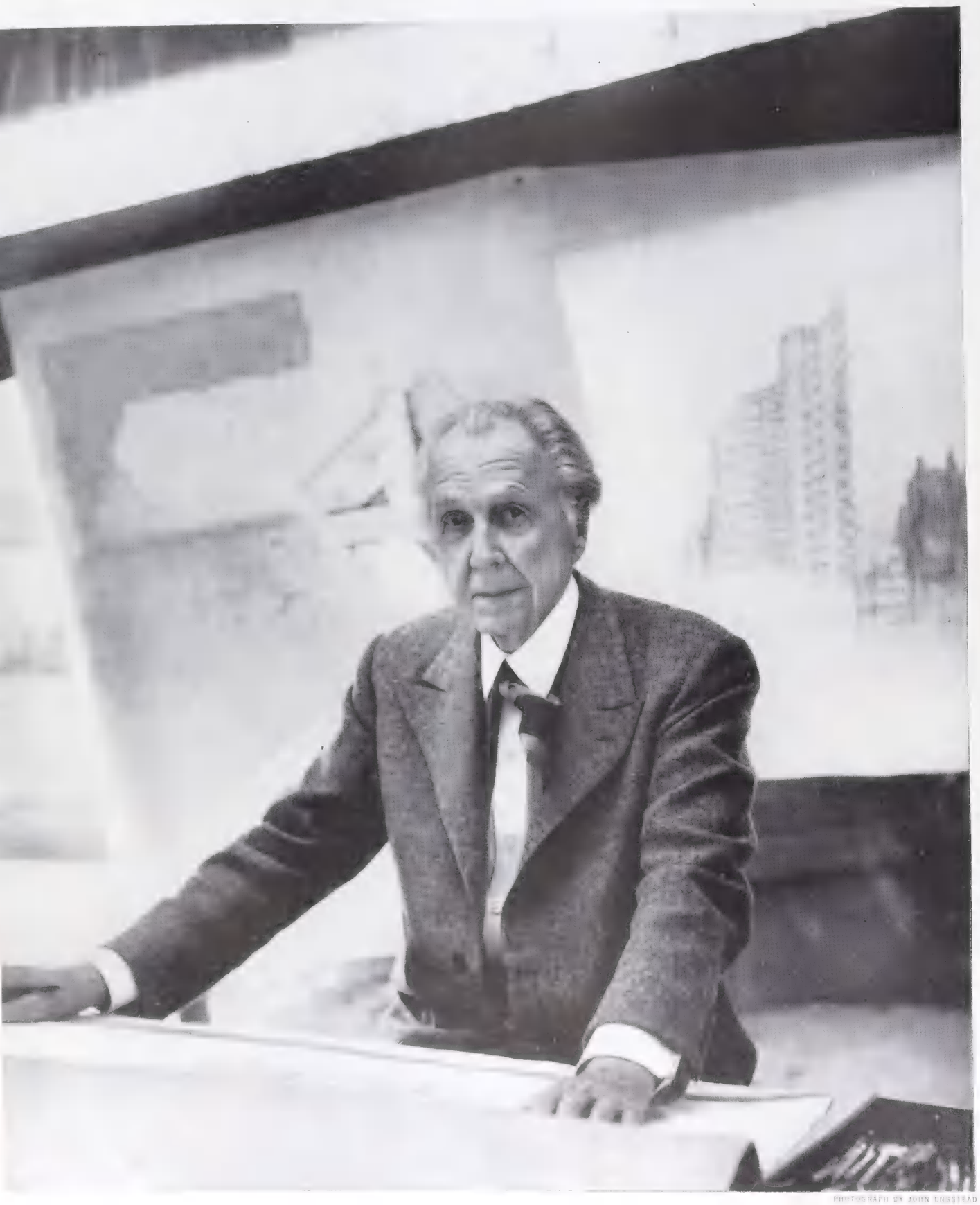


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The visual difference between the lid and parasol roofs is striking. Two houses otherwise (*Please turn to page* 120)

FRANK LLOYD WRIGHT



PHOTOGRAPH BY JOHN ENGSTEAD

PEAKS UP

One of the founders of HOUSE BEAUTIFUL *in 1896 and America's greatest architect, whose perpetual spring of creative designs has inspired the entire world of 20th-century architecture, speaks up forthrightly against the sterility and the totalitarian threat of the "International Style"*

By Frank Lloyd Wright

The "International Style" is neither international nor a style. Essentially it is totalitarianism, an old totalitarian cult made new by organized publicity.

The "International Style" is nothing but the old architecture of the box with its face lifted.

Any box is more a coffin for the human spirit than an inspiration. The box dominates, constricts, and constrains the individual into something made fit only for collectivism. Its champions now declare dictatorially that the old box is *it*. This is their great gift to the world—their "style."

So many university professors, museum authorities, magazine editors, feature writers, and critics seem to be trying hard to give notoriety to a group of architects imported, by a curious twist of fate, from the German Bauhaus to the New York Museum of Modern Art.

These Bauhaus architects ran from political totalitarianism in Germany to what is now made by specious promotion to seem their own totalitarianism in art here in America.

It is being more accidental than creative to mistake a disciplined sterility for austerity, mistake the plainness of bones for a barn door for simplicity (knowing nothing of *real* simplicity—the innate grace and significance of a wild flower). This is the mistake their promoters seem to make.

In their dubious champions, there is no sense of the depth called the third dimension. They operate on only two. Among these puppets of promotion, façades again become of uppermost importance. These façades all add up to the same thing—a cliché for tyros, teachers, and sycophants who crook the little finger and talk esthetics. Or by duped educators grasping something easy to teach, and approved as a foreign cult.

Sterilization is again mistaken for refinement. Provincial apostles of refinement name it "Classic," stupidly comparing it to frozen Greek classicism as though the ancient sterilization were a high virtue. But the cause of great architecture, the great truth of building beautiful buildings beautifully according to the nature of architecture, is travestied by this superficial mimicry, that always seems to follow in the wake of great ideas.

The classic or camouflaged old post-and-lintel box is still practiced in the glassed-in cage or the glass-walled dwelling, both approved by these publicists and this latest procession of callow-professionals, now baptized (by whom?) "International." But this latest form of glassification is no true revolt, no actual dissidence. This affection is for free Americans no more than the petty pretenses of small men.

Old Man Box merely *looks* different when glassified, that's all. The more the box is glassed, the more it becomes evident as the box. No new ideas whatever are involved as might easily be demonstrated by intelligent reference to the origin of their drawing-board façades. The old sham front has had its face lifted; the only change is merely one of outward appearance. It is a change of face, not of heart.

There are fresh ideas to be brought to life, if you learn to labor for them and are willing to work for them and wait. You must tire, as I do, of seeing these original forms merely renamed. All we have received from "internationalism," aside from the dropped coping, is merely: "Make the walls *all* glass, boys."

And what do we get now? The same old box, only you now really look inside and through the box and see that it is more of a box than ever. Thereby the tenant, as well as the poverty-stricken imagination of the architect, is mercilessly exposed.

The nature of the freedom prophesied by the Declaration of Independence originally made by our nation is antipathetic to an international level either of style or of life. That "style" would be the communistic shadow descending over our own tradition, disgracing the great individualities that gave us our traditions in (*Please turn the page*)



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FRANK LLOYD WRIGHT SPEAKS UP

CONTINUED FROM PAGE 87

all their bewildering and wonderful fascination, color, and variety. Individuality is still beloved and prophesied by our nation. Never would we consent to be embalmed alive—to become prisoners of a style!

Organic or truly American architecture emerged from the confusion of the sudden awakening of architecture as a new idea 60 years ago. The *strength* of the *philosophy* of a free, intrinsic or *organic* architecture is that it loves and cherishes these infinitely individual, human traditions of the great Tradition.

Because of our increased techniques, organic architecture could easily afford *all* nations new means of realization, on their own soil, along lines of character and development already peculiar to themselves. Whatever is really modern in architecture should, in this new view of reality, intensify the individualities of all nations, not strip them of the charm of their innate distinctions.

Only when art is indigenous, the work of a particular time, according to the nature and character of the people of that time, is it for all time. Our American civilization is only a way of life. Our culture would consist of means of making that way of life beautiful. Either we die without a culture of our own or we live by moving forward into a more beautiful concordant life than we now have.

We are not going to die sterilized by this "International Style," a mere externality imposed by tyros upon American civilization as "culture." America was born to *destroy the façade* in all things, governmental or personal, that do not express the inner spirit. If, instead of our own inspired idea of architecture, we are to be reduced by organized expediency—commercial, educational, esthetic, or all together—to an "International Style" by petty factotums; if a fashion is all we merit as a civilization, let's go back to barbarism. It is far more richly humane.

Why do I distrust and defy such "internationalism" as I do communism? Because both must by their nature do this very leveling in the name of civilization. If communism (the factual religion of collectivism) is once established, the sun of creation, which is the sun of the individual, goes down and life has agreed to be embalmed alive.

I see collectivism in all its forms—especially in this cliché architecture—already becoming far too expedient in our midst. The drift away from quality toward quantity, toward all forms of standardization, can only mean the eventual success of the communist or of the totalitarian. All collectivism, such as the so-called "International Style," tends to diminish the human soul, because it relieves the individual of a developed conscience and takes from him the reward of being *true to himself as himself*, which is the essential spirit of Democracy.

This reward of individuality has been the Star of Creation since time began. That star will set if America accepts anything less than true style; not *A* style, but "style all the while." There is no sense in imprisoning the spirit of what should now constitute the free architecture of a democracy—organic architecture.



Approaching 84 when this was photographed Frank Lloyd Wright is more active than ever in his creative career.

The "International Style," an architectural *ism*, at first no more than a "chic" notion, is becoming, by the efforts of its gulled converts, an evil crusade. A fashion is always the passing show of imitation—in this case the imitation of a bad imitation by a bad imitator.

Unfortunately, this invading fashion is serviceable to the commerce of professional publicists whose latest propaganda, "Post-war Architecture," is being exhibited and sold over the counter at New York's Museum of Modern Art. I see in it propaganda for the rising tide of mediocrity. intelligently examine it, find that it betrays the te ganic architecture," feedi as a parasite.

Unfortunately for the architecture, such unbeco talitarianism, offering the has become proliferous. It on the march in a process called "Modern Architectur its parading Knights-of-th ever really studied architec

No—nor do they really it.

They are sometimes sometimes sculptors—alw thusiasts, but never builde are the slaves, not the ma construction. They know no the nature of materials a contempt for the nature of beings. They are not a wh people.

Yet, they are selling a tecture absolute, ready-m trusting people over the of American museums schools and periodicals.

Those who do know arch are not affected. They a aware that any "Internationa is the degeneration of a go Regarded by whatever architectural intelligence is our world, this substitutio çade for substance is sha wasteful—therefore demora

Let's face it, the main vantage for "international any form lies in "collectivis lectivism is taught in arch by too many of our schools selves representing an ecl just above the general level versal imitation.

Collectivism will serve totalitarian or communist, never serve the democrat, it is merely a *conditioning* herd, not an *enlightening* o dividual. It could destroy racy by playing on its grea ness—mobocracy. By this tivist conditioning of the m *machine becomes a domina tern instead of a tool.* We th the "machine for living," th that "less is more" and oth cepts that become, more an less.

If as a nation we are to h own richly humane cultu must work for it. Unless we soon to the nature of the we designed, we will see n of the creative architecture tive architects.

(Please turn to page

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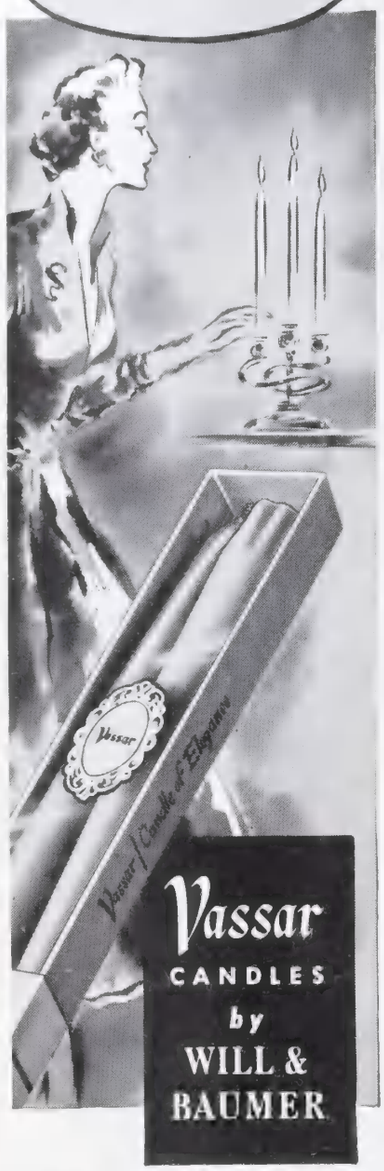
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FRANK LLOYD WRIGHT SPEAKS UP

CONTINUED FROM PAGE 88

Our "plan factories" and the factory-produced young architect emerging from our colleges (now hanging by eyebrows from skyhooks or playing "jack-in-the-box" up on bare sticks) seem to have found in this negation just what is needed to make the long labor of becoming an architect less long and arduous. Such architects are appearing only to disappear.

ORGANIC, or intrinsic architecture, on the other hand, offers rational hope for the future. It abolishes the old post-and-lintel box as unscientific, resents and rejects such "slabs" as the UN Building.

Organic architecture *is a new idea of what constitutes a building.* It introduces wholly new values into building. An entirely new ethic —and esthetic—comes to life when the building is so conceived as intrinsic, as the result of the nature of materials, tools, situations, and the human beings it shelters. Wherever it is honestly built, you may see a new countenance, the countenance of truth emerging.

Architecture is primarily interior; *of* the thing, not *on* it. It is not a dead aspect of style but *style* itself, bearing ever fresh form, like all living things in nature.

About 20 years ago, in the shadow cast upon modern organic architecture by the then new Museum of Modern Art, the "International Style" was named.

To the museums, then the morgues of art, it seemed to offer expedient resurrection. But this confluence of equivocal minds and circumstances now is identifiable as a sinister attempt to repeat the betrayal of American organic architecture in the way the Chicago World's Fair of '93 did it to the modern movement then led by Louis Sullivan. (The fair offered "classic" style and the American people seeing it on a huge scale for the first time were awed and sold, and the pioneer work in clarity and dissidence by Architects Sullivan, Richardson, and Root was set back by 50 years.)

Can the hucksters of this ready-made cliché of "internationalism" for our half-baked, snatch-and-run system of professional success recognize fundamental truth? No.

They can exist only by means of controlled publicity—more publicity—some more publicity—and salesmanship. In this activity publicists are the enemies of our culture.

What now is the educational policy of the "international-schoolism" of architecture?

Publicity—more publicity—some more publicity.

Publicity is becoming the great substitute for art, philosophy, a —yes, *being.*

Must the shameful, servile, p vincial past of our national cult repeat itself *ad nauseam ad l tum?*

The servile recourse to a chine-style parallels the rise mediocrity now flooding w should be high places. The wo we share is not smaller than it u to be because of airships, at bombs, and electrification. world is larger because more c prehensive, though less comp hended by us. As human bein our view, both personal and tional, comprises so much we ne dreamed of before and do not derstand now. What merely exis for us, before mechanization se and "International Style" appea as the ideal expedient, is a grow problem for us to solve.

This does not mean *one* wo but many. Too many perhaps, cause we are not yet ready with own.

IF ever international co-operat is to come true, the need for s darity of the independent na and individual grows immensel importance, with easy intercom nication. The strength of our tive spirit is more necessary t ever for the freedom not only ourselves but the entire wo

Books for Gardeners

Mainly for Reference

Technical books frequently occupy a broad section of even the amateur gardener's library. The answers that often are lacking in the simpler books are apt to be found there. Some may be kept purely for intellectual satisfaction. Below is a list of books, chiefly reference volumes, which will meet the needs of the more curious and the more demanding gardeners in a number of areas of study.

DDT and Newer Persistent Insecticides. West & Campbell. Chemical Publ. Co. 632 pp. $8.50.

The history, make-up, uses, and effects of the war-born chemical DDT and its successors. These products function in man's battle against insects which infest his garden and his home, his animals, himself, and many commercial products.

Spraying, Dusting and Fumigating of Plants. Mason and Hough. Macmillan. 698 pp. $12.50.

Techniques, materials, and principles thoroughly explained in up-to-date fashion.

The Tropical Rain Forest. P. W. Richards. Cambridge University Press. 450 pp. $12.50.

Equatorial forests which have remained virtually unchanged for millions of years have in some places been destroyed forever by man within the past century. Though commercial crops for all the world now are sometimes being grown in their stead, this disturbance of natural growth may have uncalculated and undesirable effects on the future face of the world. In an impressive book Professor Richards, who is both thorough and modest, describes the tropical rain forest and speculates on its future. Between his in duction, which opens with a tation from Columbus, and his phetic postcript, both of wh would be comprehensible to layman, the writing is in techn style. But much is revealed by photographs, drawings, and m

Insect, Fungus, and Weed Con E. R. de Ong. Chemical Publis Co. 400 pp. $10.

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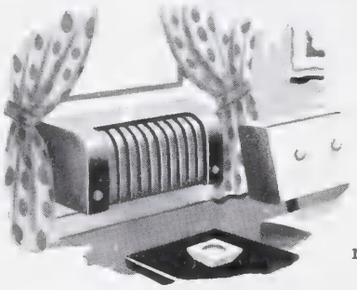
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By Professor Walter Lyman Upson, *Consultant, Customer Service Bureau, Torrington Research Laboratory*

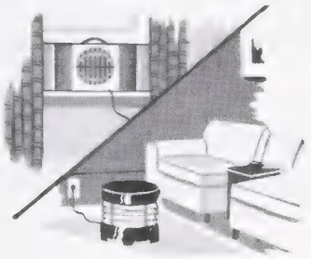
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MORE READERS' MAIL ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PAGE 8

Shout more from the house-tops; you are so right! . . .

ELLASSON R. SMITH, *Architect*
Dayton, Ohio

Bravo! . . .

ALLEN G. SIPLE, *Architect*
Beverly Hills, California

I also wish to compliment you . . .

ALBERT ELY IVES, *Architect*
Honolulu, Hawaii

Your editorial is a threat to freedom in America because you do not confine yourself to criticizing the "International Style" on its own merits—which is your absolute right—but go on to attack its practitioners as threatening America. You hint darkly that they are interested in promoting total control, regimentation and dictatorship—and that, Miss Gordon, is not your right . . .

But I have no intention of defending the "International Style." All I want to suggest is that we are very fortunate in this country to have so many rich sources to draw upon—and to have no Politburos to tell us what sources we can and what sources we cannot use. We are very fortunate, too, to have a free press that does such a good job of communicating and exchanging ideas. I rather think that our press will stay free only so long as it keeps these channels of communication open.

You warn against those "who would dictate not only taste but a whole way of life." I would like to join you in that warning. We are plagued by many fears today, and fear—in individuals and in nations—generally produces stupidity and cruelty. The dark hint and the shrill note of alarm may help increase a magazine's circulation at such a time, and so may the smear. But these devices are neither intelligent nor very kind, and they tend to backfire in the end. After all, let it not be said in your epitaph—: "Here lies HOUSE BEAUTIFUL, scared to death by a chromium chair."

PETER BLAKE
New York, N. Y.

It is the first such article I have seen in print and certainly the first that has been so bold as to use names, pictures, and owner's names and reactions. It is quite a refreshing approach in magazines.

I would like to reprint the article in the Chicago Chapter A.I.A. Bulletin. . . .

LESTER D. WHITE, *Architect*
Chicago, Illinois

I hasten to express my approval and appreciation of your brave indictment of the International Style with its chilly inflexibility and its dictatorial fiats.

My pupils at least have not succumbed to its propaganda. We don't like sterilized architecture. We also deprecate its disdain of the passerby and its environment. We question its strained and perverse engineering (brick over glass apparently unsupported, solids over inadequate stilts). We, however, are small voices in the wilderness. This "wilderness" by the way is very *American.*

Your complaint, I believe, is well supported and reinforced by the counter merits of the Yeon house. . . .

A. C. DENISON, *Assoc. Prof. of Architecture*
Ohio University

"Grandmother, what big teeth you have!" . . .

Until you disclosed the cheering facts I did not know how extensively the ideologies of our foreign agents, Mies, Gropius and Le Corbusier, had infiltrated the American consciousness. You mention, as belonging to the "Party" those guilty of "cantilevering things that don't need to be cantilevered." These cannot be Mies or Gropius, who prefer stilts. They must be the traitors F. Ll. W. (whom you mention regretfully elsewhere) along with "Maybeck, Greene and Greene and others"

as having produced the "roots of our *good* (italics yours) modern architecture" and G. Howe, I fear, (who once designed a house described by the then Dean of the School of Fine Arts at Yale as an example of the "cantilever gone mad"). And who are they whose "chairs are meant more to be looked at than sat in"? You say "when they get 'practical' they design a molded chair . . ." The traitor Charles Eames is certainly one of those. Last (and worst), editors of "Trade Journals" and directors of "Avant-Garde Museums," you say, have joined the "Party." To whom *can* you refer? . . .

GEORGE HOWE, *Chairman*
Yale University—School of The Fine Arts, Department of Architecture

The two articles have valuable points that should be carefully considered. . . .

The search today is for more complete understanding of the full three dimensions of space-form. We seek the best that is possible by use of today's rich means. Forms created from the available means must be related to the multiform human needs of individuals alone, and in association with other individuals. No two-dimensional expression is sufficient to meet the challenge or to direct it, no matter how subtle.

Form, especially preconceived form, applied without an understanding imagination which is closely coupled to changing human values, has a limited life. The box and its two-dimensional counterpart, façadism, should have run its limit long ago. Simplification is an essential to action: but over-simplification persisted in is a denial of the realities that make up the physical world and the civilization that is ours. Simplicity can easily become a formula that straight-jackets a given situation. No formula, where architecture is concerned, can serve the living realities.

The attempt to enrich architecture, in order that it may grow to be more and more comprehensive, more able to cope with the complexities of life, must continue to be a goal, in spite of the failures that are bound to be met along this road. Acceptance of the limited formula at an early stage is failure without ever striving for the greater achievement. Technology is a must in our industrial civilization. It has to be humanized, used as a beginning not as an end in itself.

Architecture is a part of the one world, a very important part where man is the central concern, and needs to be in organic relationship to the complex physical forces, kept free to respond to social and individual needs. The structure of the crust of this earth, the fauna, the flora, and the atmosphere with sun, moon, and stars in the outer reaches form the background to architecture. It is the stage setting that is given by nature. Graceful action in the process of architectural construction, the ordering and reordering of form to meet physical, psychological, and emotional needs of man cannot be achieved by a denial of or a disregard for this environment.

Perhaps the "cult of austerity," as you call it, is in an early stage of denial. To this extent it may be ascribed value. Let us hope that the more mature and inclusive expression will soon follow more in scale with man, the human being with his wealth of characteristics and rich variety of individuality.

Congratulations to you and HOUSE BEAUTIFUL MAGAZINE, for insisting on airing important points in the contemporary struggle to understand significant form for our day. . . .

GEORGE M. BEAL, *Head*
Dept. of Architecture, University of Kansas

How people can hypnotize themselves into seeing beauty in designs that are apparently made out of children's building blocks is beyond my understanding and, as you so well say, these ultra modern houses seem to be designed for people who live on the run and who never really get time to unpack a suitcase. . . .

HERBERT U. NELSON, *Executive V. President*
National Association of Real Estate Boards, Washington, D. C.

I am so pleased that you had the courage to discuss modern design as frankly and forcibly as you did in the article. You expressed my sentiments exactly regarding your criticism of both the designs of the buildings and furnishings, but to this I would have added my sad experiences with this type of architect's lack of practical construction methods. . . .

(Please turn to next page)



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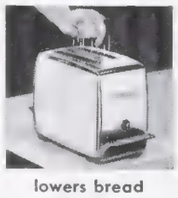
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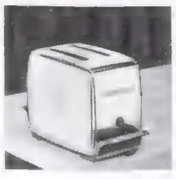
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MORE READERS' MAIL ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PRECEDING PAGE

Their design concentrates on plain, close-fitting surfaces and they neglect to consider that materials, even plywood, expand and contract and should be detailed so that there is room for this movement by the use of scribing or cover molding.

You will be interested to know that we have built a number of so-called modern houses, some supported on lally columns and one large one which has a second-floor overhang of 15'-0" without support. We have experienced a great deal of trouble with condensation and roof drainage.

Keep up the good work. If you can help to drive some of these quacks out of the profession it will be a great help to the industry. . . .

RAYMOND D. RITCHIE, *President*
Ritchie Construction Company
Stamford, Connecticut

I am a graduate architect and have for several years been employed as a designer-draftsman with a firm primarily engaged in contemporary architecture, primarily residential. . . .

You are right to an extent in condemning certain highly publicized architects. For they were guilty of fostering a movement that eventually led to some misguided oversophisticated design in which the human element and the individual were overlooked. You neglected, however, to condemn a number of their accomplices—the people. . . .

The people are guilty of deliberately stereotyping themselves to the extent that initiative and original thought are thwarted. The people are guilty of being masses—and not individuals. . . .

RAYMOND J. WISNIEWSKI
Syracuse, New York

. . . no article which is written with so little compassion, tolerance, or real understanding can serve as a basis for serious architectural discussion. . . .

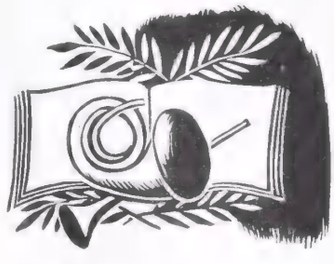
WILLIAM W. WURSTER, *Dean*
School of Architecture
University of California

. . . one big point is made and echoed again and again. It is the insistence that we live not only amid natural surroundings, but in an artificial, man-made environment of buildings and a thousand other artifacts, all of which profoundly influence our physical and mental well-being and affect the strength and balanced development of our social institutions. With this notion, I am in full agreement. Often I have wondered why people, who for the greater part are born, educated, work, live, and die within the framework of architecture, are so unaware of its great power to condition them for better or for worse.

I also like the stimulating note of optimism that runs through the entire issue. The theme is like a cocktail—one jigger of exhortation to three of promise, with a dash of warning. But don't rest on your laurels; we can only expurgate false notions, and create new concepts of a great, new, sincere, and truly modern architecture for the next America by pounding away—louder and more often than the boys who are running the architectural flim-flam racket.

And if you ever get caught up a blind alley, yell for me. I can fight like holy hell when I get mad. . . .

RALPH E. WINSLOW, *Head*
Department of Architecture
Rensselaer Polytechnic Institute



PANTRY SHELF NEWS



By Julie Polshek

nic package comprising four
e fine meat products from
ad's Noack Royal Factories
ust reached the American
t. The timely innovation,
d in a cellophane cylinder
sy carrying, is called Pic-Nik
But its assortment and the
ty contained in each of
½-ounce cans are ideal for
isbord spreads and the cock-
ay.

sliced salami is a good start-
oint for descriptions of the
varieties. The rich-flavored
of pork and beef used is
nted with a modicum of
mildly tangy without the
cy of usual sausages of this
The slices (about 30) are
and tender and easily sepa-
one from the other.

ut 20 cocktail-size meat balls
cked in another can in the
ge. Delectable morsels, made
nded meats and seasoned to
tion. The congealed natural
in the can make a flavor-
gravy base.

Cocktail Frankfurters, of
Pic-Nik Pak gives you some
23, are far superior to the
ones. Delicately seasoned
ildly smoked to keep the
savor dominant. The fine-
of the meat gives the plump
-size "franks" a wonderfully
texture. They fairly ooze
you bite into them.

fourth can furnishes *paté de*
A velvety spread, made in
Dutch manner of pork liver.
price of the 4-can unit is
postpaid, from Charles &
0 Madison Ave., New York,
wish to order by mail.

dea of grouping foods in a
normally has gift-giving
behind it. But the Chuck-Wagon Picnic Basket that Great Valley Mills have created is a functional adaptation of the same idea. The basket, a type called "pie basket" in New England where it's well known, is an extremely useful picnic accessory. Hand-crafted of sturdy Vermont ash, it measures 13 inches square by 9 inches deep with a hinged top that gives free access to contents. The important feature of the basket, and reason for the name, is a removable platform which you can use as a protective roof for a pie or cake or to support pastry, a casserole, or what-not that you want to keep away from the basket's bottom.

Great Valley Mills stock the basket with interesting Pennsylvania-Dutch delicacies of fine quality. The contents include 1½ pounds of the region's savory Lebanon Bologna; a 12-ounce jar of Gepickled Cauliflower, made of crisp cauliflower buds dressed with the piquant, sweetened brine that's so much a part of Pennsylvania-Dutch cuisine. A second jar of similar size contains artichoke relish concocted of a crisp, finely chopped blend of artichoke, cabbage, onions, and red peppers. Last, but not least, is a jar of flavorsome Garlik Budder. In Pennsylvania-Dutch country, the savory concoction goes hand-in-hand with thick slices of hearty dark bread. Last, but not least, there's a 1-pound wheel of Pennsylvania-Dutch cheese, a type entirely unlike any other I know. It has a texture very similar to Brie cheese, rich flavor that's on the mellow side, yet not namby-pamby. Of interest to those who watch calories, its fat-content is very low and the protein-content very high.

(*Please turn the page*)



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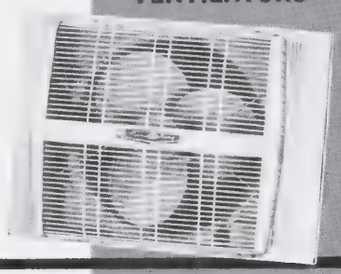
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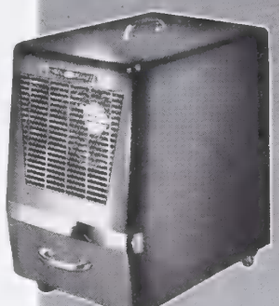
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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

Quaint paper napkins complete the array. The "works" cost $8.95, postpaid, and can be had from Great Valley Mills, R.F.D. Ivyland, Bucks County, Penn.

I didn't realize when reporting on the Crown herring packs imported from the Occupied Zone of Western Germany that the Hamburg area is becoming a fertile source of interesting fish-packs. Three I encountered recently are aspic concoctions that afford tasty *smörgåsbord* fare. One of the Geleekoch aspics is stocked with tender cuts of German herring, augmented with slices of cucumber and carrots. A second contains peeled shrimp, given interes flavor nuances by the aspic's quancy. The third pack comb herring, shrimp, and pieces o meat. The aspic in all the vari is flavored with lemon juice, gar, subtle spicing, and a mere of sugar.

The herring costs 95¢; shrimp, $1.60; the assorted $1.25. The jar in each inst holds 14 ounces. Vendome, 415 Madison Avenue, New City, can supply these Gelee products. (Minimum shipme jars; prices given do not in shipping cost.)

NOTHING TAKES THE PLACE OF LIGHT FROM ABOVE

CONTINUED FROM PAGE 52

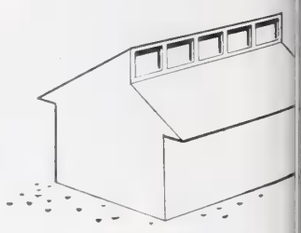
Besides, the high strip-window can face the street or the neighbors and still leave you privacy. Also, if the clerestory window can be opened, it helps to let the heat out of the house on a calm summer evening.

2. *The skylight.* Skylights have been used for generations, but more in factories and other big buildings than in private homes. The thought used to be: They *might* leak; they *might* break. Somebody would have to climb on the roof to clean them. Besides, they did not fit in with the "styles," like Tudor. But now several things have changed. A skylight can now be made of transparent plastic, all in one bubble-shaped piece—leakproof, shatterproof, and, because of the bubble-shape, practically self-cleaning. It comes as a unit, ready for mounting. It still isn't cheap, but it's good. Another thing, it fits in especially well with a sort of house that is becoming more and more popular—single-story, low-pitched or flat roof, no attic. In such a house, any time you want more light in any room, all you have to do is punch a hole in the ceiling, which is also the roof, plant a skylight on top of it, and there you are!

This allows you to build lower rooms and use non-white ceilings. It saves cubic feet and that saves money. The skylight also gives the architect a new freedom in arranging the floor plan. You can now have bathrooms, utility rooms, even perhaps bedrooms, that have no windows, and therefore can placed in the interior of the h In such ways a skylight can p pay for itself.

The skylight is, however, s ly anti-Climate Control. It ca more summer sun than winter It must be used with skill.

3. *The monitor.* The sketch low is an example:

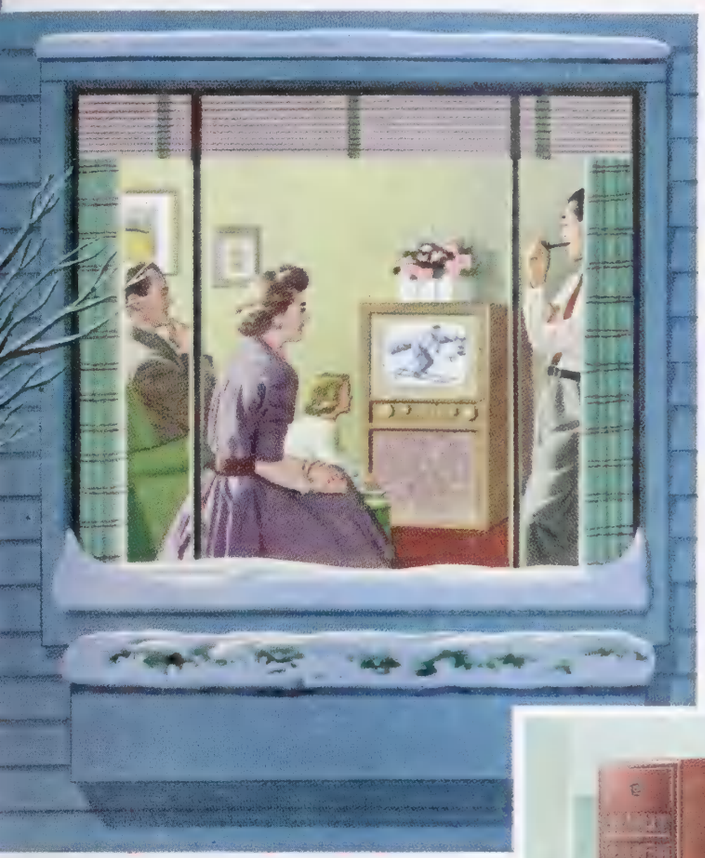


In the skylight, the "glass" upward; in the monitor, the looks out sidewise, as in an nary window. If the glass south, it is a help in climate trol. It catches much sun-he a sunny winter day. If it north, it is at least no tr maker. It catches sunshine n in summer nor in winter.

So there is a sense and pu behind those various newfa windows—the clerestory wi the skylight, the low, broad wall. When architects use th is *not* just a fashion; they a just arbitrarily playing with forms. They are *not* just arbit putting glass where there us be solid wall or roof. They a ing to make the house lit quite easy on the eye—easy in, easy to look out of.

Keep your entire home comfortable all year round with

American-Standard Air Conditioning







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One of these American-Standard winter air conditioners will keep your entire home evenly, pleasantly warm when the temperature slides to zero and below—as well as on just chilly days.

KEEPS YOUR HOME

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Remember last summer! Don't suffer through another hot, sweltering season. Beat the heat by adding an American-Standard Mayfair summer air conditioner to your present forced warm air heating system *now*.

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ction extensions adjust
k's length to fit any auto
dly wedge it between fac-
low rims. Rack supports a
d garment load; hangs
ll-length without obstruct-
k window view. Rubber
ep hangers from sliding to
Easily installed and re-
Sections are separable to
storage. Ends are rubber-
d. $4.40. Melaire Co., 420
n Ave., New York.





Here's a steel-wool holder designed to save your hands with no sacrifice of the cleaning pad's freedom or efficiency. Actually, the pad works better, can be used for more jobs. Spring-action fingers clutch the pad and release it instantly for replacement. Neoprene pad-backing bends to hug contour of any surface. Handle permits easy reaching into small-neck utensils. $1.50. Breck's, Breck Bldg., Boston, Mass.

spread this granular ab-
ver oil or grease drippings
p it up about a half hour
the interim, the area is
and dried. Dri-Klean-A-
new to consumers, has
use commercially a long
e mineral compound is
or grease-spotted fabric,
as an odor-absorbent in
or or garbage pail, as a
absorbent. 12 lb. sack,
n Wanamaker, New York.



BY FRED LERNER



This Princess Place mat owes its delicate charm to Chang Su-Shin's "Song of Bamboo Tree" design, rendered in paint-like colorings. This color-printing on soft, textured vinyl is a "first" achieved by an exclusive technique. Plastic looks incredibly like textured, heavy Shantung; border seems roll-hemmed. Non-skid back. Subtle beige or gray ground; 12″ x 18″. $2.36 for 4. Lord & Taylor, New York 8, N. Y.



but here's the way
to keep 'em clean!

NEW Companion Piece
AUTOMATIC HOME LAUNDRY

Hamilton
WASHERS AND DRYERS

Comes washday, and it's you against the whole family! How to stay on top? It's easy with a Companion Piece laundry, Hamilton's exciting new Automatic Washer and new 1954 Dryer. Careful, though! If you're shopping for easier washdays, don't settle for less than a Hamilton!

Free Home Laundry Handbook – write for your copy now!

RESULTS ASSURED

Laundering efficiency laboratory-proven by nuclear scientists! Only Hamilton offers this proof. So let your Hamilton Dealer show you how clothes come clean in a Hamilton!



Companion Pieces for your laundry by Hamilton

New Automatic Washer with gentle, thorough *Soil-Seeking Action* gives you the cleanest wash in town. Fully automatic *Selecta-Cycle Control* tailors washing to any load. For effortless automatic agitator washing, see the new Hamilton first!

New Automatic Dryer by Hamilton, the *originator* of automatic clothes drying! Quick, gentle *Carrier-Current* drying . . . sunshine freshness with the *Sun-E-Day Lamp* . . . amazing *Fabri-Dial* temperature control. Get all these *headstart* features—get a Hamilton!

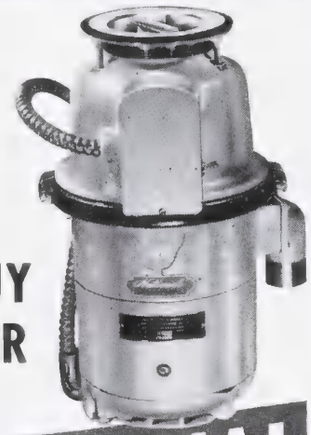
the folks who made automatic washdays possible

HAMILTON MANUFACTURING COMPANY • TWO RIVERS 12, WISCONSIN

Honey! Don't Forget The Garbage!



It's a nuisance, isn't it Mr. Jones, to take that garbage out every morning? Especially when you're loaded down with papers, rushing for that 8 o'clock bus —



BUY HER A NATIONAL *food waste* **DISPOSER**

2151

— The NATIONAL ends the nuisance of "taking out the garbage."

— The NATIONAL can be installed easily and inexpensively in any type of sink.

— The NATIONAL'S extra-powerful, one-third horsepower motor grinds all food waste — washes it quickly down the drain.

— The NATIONAL is easy to buy — only a few pennies a day on the convenient budget plan.

Why not obey that impulse! Call your master plumber now, or mail this handy coupon. Find out how you easily can own a NATIONAL DISPOSER.

NATIONAL DISPOSERS
DEPT. HB-7, 47 W. Exchange St.
Akron 8, Ohio

Send me full information on how easily I can own a NATIONAL DISPOSER.

NAME_____

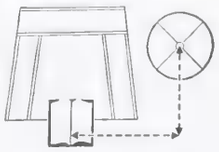
ADDRESS_____

Lamps that really do a job

CONTINUED FROM PAGE 63

The suggestions on pages 60-63 for placement of portable lamps to be used for specific seeing tasks are based on research by the Illuminating Engineering Society, supplemented by further research by General Electric Company's Lamp Department at Nela Park, Cleveland, Ohio.

The Right Placement



The cross-in-circle symbol in the diagrams on pages 60-63 indicates the position of the lamp in relation to an easy chair of average seat height as seen from above. The book or embroidery hoop indicates the seeing task for which the lamp is recommended.

The Right Works

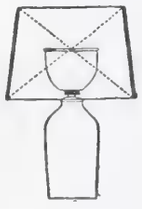


1. The C.L.M. reflector bowl to be found under the shades of some lamps was designed for proper diffusion of light and adopted as standard equipment by the Certified Lamp Manufacturers.

2. A plain bowl of white glass or plastic is an alternate device for diffusing light.

3. Three-way reflector bulb (known as R-40) is coated white on the inside, needs no additional diffusing device. Because of its wider, mushroom shape, it requires a wider harp than standard bulb. A wide harp may be substituted easily for a narrow one by using Monowatt Improv-a-Lite lamp wiring kit available at hardware stores.

The Right Shade



A lamp bulb should always be centered in its shade both horizontally and vertically. Bottom of lamp socket should be on line with bottom edge of shade. If lamp has reflector bowl, supporting frame of shade should be countersunk to lift the top of the shade above the top of

Following are the sources lamps used to illustrate good placement as it is shown 60-63:

Table Group

Page 60: Lightolier, Inc. J N. J. Page 61, left to right Corp., Cleveland, Ohio. Fauchère, San Francisco, C lamp, Mutual Sunset Lamp Trenton, N. J.

Floor Lamp Grou

Page 60, left to right: with Stiffel-Switch, The S Chicago. Wall-hung lamp, Inc., Jersey City, N. J. swing-arm lamp, Calpa Pro Philadelphia, Pa.

Bed Group

Page 62, left to right: Ve Essex, Conn. Bradley Mfg. cago, Ill. Page 63, left to Stiffel Co., Chicago, Ill. Inc., Jersey City, N. J.

On Dresser Page

Two lamps from Warren Ke New York, N. Y.

Desk Group, Page

Left to right: Abels-Was Co., Inc., New York. Ve Essex, Conn. Richards-Mor Co., New York, N. Y.

Books for Gardeners

Mélange with Pictures

Pageant of the Rose. Jean Gordon. Studio-Crowell. 231 pp. $5.

Romance, myth, legend, art, literature, religion are among the fields to which the rose is linked in this *mélange* of fact and fancy. The story is stretched to include the tale of the Glastonbury thorn, because it is a member of the Rose family. (So are apples, almonds, and many plants.) But the apple of Eve was omitted, as was the repetitious rose that was a rose of Gertrude Stein. The opera of "Der Rosenkavalier" comes in for a paragraph, but with a slightly distorted plot. The hundred illustrations, however, are impressive. The bibliography looks promising as an aid to further reading, but the misspelling of several author's names may offer difficulty.

Flowers Abroad

The Rose in Britain. N. P. Harvey. Van Nostrand. 181 pp. $3.95.

For American gardeners this book lacks the practical value of Cynthia Westcott's *Anyone Can Grow Roses,* but it has much to commend it, nevertheless. The 23 plates in color are exceptionally fine, with soft instead of garish colors.

Experiences with Herbs

The Years In My Herb Garden. Helen M. Fox. Macmillan. 185 pp. $3.95.
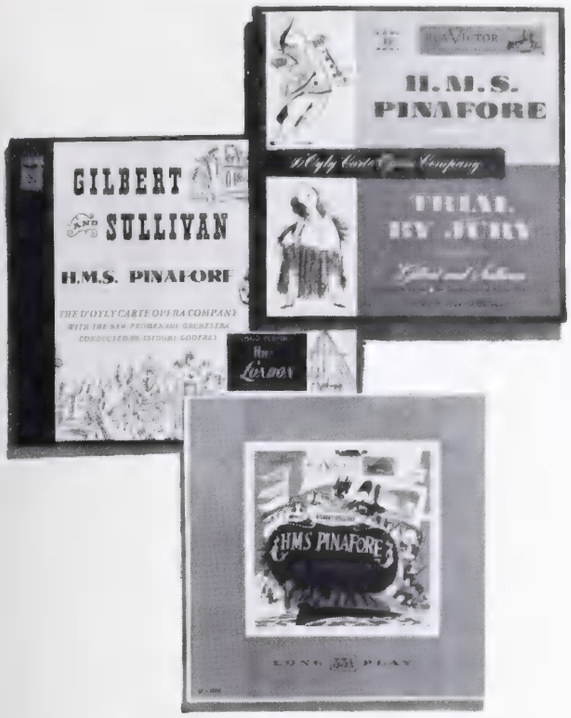
Design has an important role in Mrs. Fox's authoritative book. To give the herb gardener a wide scope, she has included ornamental plants that are closely related to the often modest-looking herbs. She devotes chapters also to roses, shrubs, and trees with h tues—all good backgrou rials. Native American also treated.

The book assembles fo time much widely scatte mation, especially on the mon herbs. A choice has among many hundreds author herself has grown

Diminutive Landsca

Miniature Gardens. Anne Van Nostrand. 120 pp.

Creating small-proport den scenes indoors beca successful hobby with berry in her London apar it became in time a succe mercial venture. Her published in England, i ner's guide to a unique a ing pastime with plants.



Sail on, *Pinafore!*

By Richard Williams

celebrate the year's most significant diamond jubilee

usic, here is the story behind "Pinafore," the turning

oint in the colorful history of Gilbert and Sullivan

ear readers, let me please in- you to celebrate an impor- usical anniversary. The an- ry I wish to commemorate ns Gilbert and Sullivan, but ither a birth nor a death nor miere of any of their oper- Strictly speaking, the event not be admitted as being of having an anniversary. newhat indefinite. Yet had it opened, the collaboration be- Gilbert and Sullivan may ve come to an end, and such as *The Pirates*, *Patience*, e, and *The Mikado* might ave come into existence. If l that this would have been loss to the pleasant part of ion, let us mark the anni- If you do not—let's part y right here and now.

wing the mild success of st full-length operetta, *The r*, Gilbert chose for his next nautical subject, a naval le which poked fun at both urdities of the operatic plot nixup of babies is to be h *Trovatore*—and at the offi- cialdom of the admiralty office. For this belittling of the British Navy Queen Victoria never forgave Gilbert. She knighted Arthur Sullivan; Gilbert had to wait for the accession of Edward VII before being similarly honored.

Both the libretto and the music of *H.M.S. Pinafore*, or *The Lass That Loved a Sailor*, were incomparably better than its predecessor's, and both Gilbert and Sullivan knew it. They had taken much care to surpass the previous mark. Sullivan had worked on the score for six months, an unusually long time in a period where composers shook operettas out of their sleeves in a matter of weeks. He had composed the music with great delight but also under great difficulties. He suffered excruciating pains from an attack of kidney stones and had to be operated upon shortly after the composition was finished. He recalled later that "Never was music written under such distressing conditions."

When it came to the staging of

(*Please turn the page*)



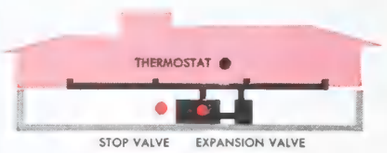
Wall Thermostat — single point of control over the entire home heating and air cooling systems.

When you air-condition your home . . .

control makes the difference

No matter if the season demands air-conditioning or healthful heating, your comfort will depend on the sensitivity of automatic control. The problems involved are technical and varied but General Controls makes all the precision controls required to keep your home air conditioning system in perfect balance. So when you air-condition your home remember that *control* will make the difference between success and failure. Be sure the system you select is equipped with General Controls automatic controls—your best assurance of trouble-free performance and comfort satisfaction.

General Controls
Automatic
Air-Conditioning
Control Systems



Below Left: K-25 Magnetic Stop Valve. *Below Right:* V-200 Thermo-Expansion Valve. Two of the sensitive, fast responding automatic controls for home air-conditioning by General Controls.



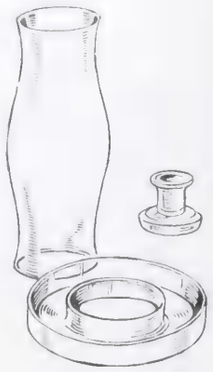
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FACTORY BRANCHES IN 34 PRINCIPAL CITIES
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Manufacturers of Automatic Pressure, Temperature, Level and Flow Controls for Heating, Home Appliances, Refrigeration, Industrial and Aircraft Applications.

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Such Beauty to Enjoy!

The dramatic beauty of these three exquisite pieces of flawless hand-crafted crystal as a floral centerpiece, with ivy or small flowers, will transform a whole room into a picture of loveliness! . . . The 15" hurricane shade, 1½" moderne foot candle holder and 10" ivy ring are available as a unit or separately. Pleasantly priced, too!

WEST VIRGINIA GLASS WESTON W.VA.

When buying glassware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal . . . smart, modern design . . . superlative quality . . . at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, W. Va. (Member Glass Crafts of America.)

WEST VIRGINIA Glass

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FITS ANYWHERE—COSTS LESS



IDEAL FOR THAT NEEDED EXTRA BATH

Smart solution to your bath problem—added capacity for family bathing, economical for basement, game room, or servants' quarters—a shower priced for every purpose. Easy to ship and install for summer home, cottage, beach house, etc. FIAT "packaged" SHOWERS are ingeniously designed to save labor—correctly styled to look "right" at home—factory fabricated for economy. Available in gleaming white, and in colors to match other fixtures.





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Keeps water and warmth inside—drafts and chills outside. Not a floppy, dripping curtain . . . not a costly glass enclosure . . . CASCADE is the beautiful answer to tub-showering comfort. *Two rigid panels* slide easily in polished aluminum tracks. Economical—easily installed by any home handy man.

Dollar for dollar you get more convenience and more years of service from FIAT "packaged" SHOWER than from any other bathroom improvement you can make, regardless of price. Choose from a variety of models to properly fit any plan or pocketbook—all are permanent, rustproofed, and furnished with precast floor.

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SAIL ON, PINAFORE!

CONTINUED FROM PRECEDING PAGE

the new work. Gilbert took complete charge. He himself hired every actor, supervised the painting of the scenery, and invented every bit of the stage business, working at home with a model stage on which he moved little blocks of wood representing the actors and the actresses. He re-engaged George Grossmith from the *Sorcerer* company, in whom he had recognized exceptional talent. He offered a small part to a young oratorio singer, who accepted in spite of the protests of her family. She was Jessie Bond, who became one of the most famous members of the Savoy Company. In the first production of *Pinafore* she played the tiny part of Hebe, one of Sir Joseph Porter's innumerable cousins.

Gilbert was nervous about the new venture. During rehearsals he kept rewriting some of the lines, sitting up late at night to do so. On the day before the premiere, he was at the theater all day and nearly all the night, returning home at half past four in the morning.

THE premiere took place on May 25, 1878. What was the result? What was the reception accorded to this gem? Disappointing, equivocal, tepid. *Pinafore* was received with good-natured applause but no very pronounced enthusiasm. The newspapers liked it, though one important paper predicted that the production was "destined soon to subside into nothingness." It appeared as if this prediction might be correct. The rush to the box-office failed to happen. There was no excitement, no line at the theater, no substantial advance sale. According to one authority, there were less than $75 in the box-office till on the second night. During the next weeks, London experienced a heat spell, a rare occurrence in that damp city, and this had a further bad effect on theater attendance. The backers were ready to call quits and to close the show. They changed their minds and kept the production running when the company, including the chorus, proposed a voluntary salary reduction of a third.

However, D'Oyly Carte, Sullivan, and Gilbert still had faith in the opera. Several times the directors posted dismissal notices in the theater, and D'Oyly Carte would rush off to beg for further time and to take the notices down again. Under these circumstances it was understandable that the whole company played in a state of ne ness. Everybody prayed th heat wave would pass. Most company were ready to lo other jobs. Sullivan, disapp in the welcome given to his and torn always between the ure he found in collaboratio Gilbert and his secret belie he was demeaning himself b ing "light" stuff, turned once toward "better" music and p to compose an oratorio to a —Gilbert!

That is how matters st July, 1878, 75 years ago. July, Sullivan began to annual engagement as the tor of the Covent Garden P ade concerts, the famous "P On an impulse and without ing anything particular to Sullivan included in one of certs a *potpourri* of *Pinafor* dies arranged by Hamilton a fellow conductor and co At once, this caused a se The music which had failed theater set everybody on his the concert hall. That ni *potpourri* had to be repeate times! People became cur hear the opera from whic fresh melodies had been ex The fame of the music Lines formed at the box-o the end of August the thea playing to sold-out house popularity of the music car words along. The phrase, never? Well, hardly ever" a catchword. And the mus of England sold the piano *Pinafore* at the rate of thousand a day.

SUCCESS had come. Th pany's full salaries we stated, and they were fur warded by Gilbert by a p the river Thames. Gilbert himself a yacht. Sullivan rec offer from Philadelphia to for two weeks at the fee o

Pinafore became an A sensation immediately afte miere in Boston in Nove that year. No heat wave ha its initial run nor was it r for the Boston Symphony excerpts from the score. *Pinafore* proved to be, in ginning at least, a greate here than in England, th spoofing of British preced the proposition that love ranks in the British Nav *most* all) were quite unt

(*Please turn to page*

THIS IS **GIN** AND

Quinac

MMER'S COOLEST DRINK...

Deliciously dry and different
Easy to make . . . Easy to take



This is how you make GIN and QUINAC in seconds

Put 1½ ounces of gin in a tall glass. Plenty of ice. Thin slice of lemon or lime. Fill with Quinac.

THESE ARE A FEW OF THE MILLIONS OF SMART PEOPLE WHO ENJOY GIN-and-QUINAC EVERYWHERE



THIS IS Quinac

A wonderful, frosty-blue thirst-quencher that tastes delicious all by itself in a glass with ice and a slice of lemon or lime. Try Quinac as a delightful beverage. Enjoy the clean, brisk refreshment of the lightest, driest drink you've ever tasted!



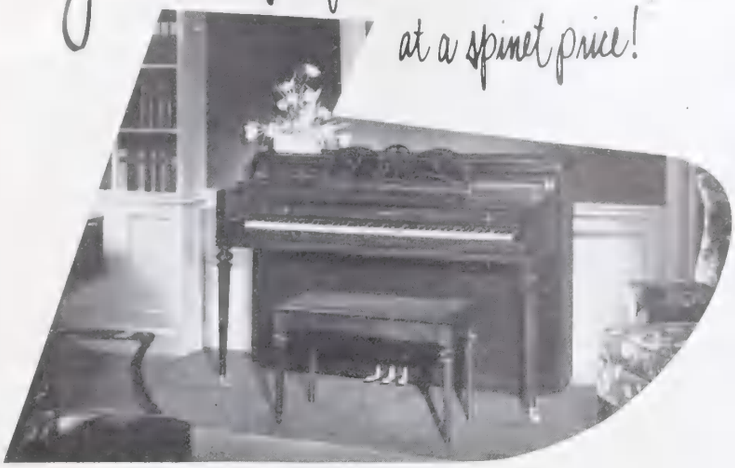
This is the easiest, quickest way to cool contentment in a glass. You make it in seconds. You enjoy it any time, all the time. Look at that glacier-blue color. That's the Quinac color. For Gin-and-Quinac looks as delightfully different as it tastes. And that's saying a mouthful of the finest flavor you've ever enjoyed!

P. S. Like RUM or VODKA?
You'll like 'em even better
in a Rum-and-Quinac or Vodka-and-Quinac.

CK...DRINK GIN AND Quinac
QUININE WATER

Grand performance . . .

at a spinet price!



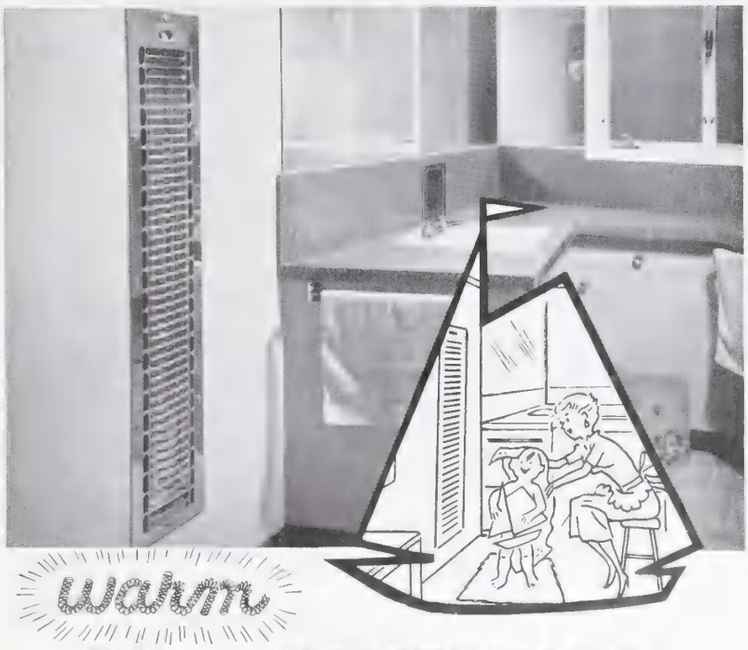
Tonewise there's a big difference in small pianos. *The difference is dyna-tension* . . . strings under greater tension, a scale that captures the tone characteristics of a grand. But pricewise, there's little or no difference between a dyna-tension Everett and conventional spinets! So compare before you buy. Play an Everett, *price an Everett*, before you make this important lifetime investment.

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Mahogany finish. Matching bench $30 extra. Spinet 37″ series as low as $715*. Budget terms available. Write The Everett Piano Co., South Haven 2, Michigan, for free literature on spinet and console stylings.

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PACE SETTER DAY AND NIGHT LIGHT

CONTINUED FROM PAGE 51



Relamping lights *in trees at Pace Setter is made easy by the light weight of Werner aluminum extension ladder. Rubber treads added to base insulate ladder, insure non-skidding.*

PHOTOGRAPHS BY MAYNARD PARKER



Light the plants *outside the window and you keep the same spacious feeling you enjoy in the daytime because of the big window. Ceiling light near window keeps the glass transparent.*

DECORATOR'S DIARY



See how an active search into the home furnishings market pays off for this decorator in dividends which she shares with you

round table because you
e it anywhere the spirit
ou. No straight lines that
be lined up with other
lines such as the line of



t not too low

or the sofa. And I love
ble that's not so low you
do a jackknife bend to
It's not often I encounter
se virtues in one table.
l last week when I was
around the Baker show-
a pedestal table of fruit-
h a brass band circling
wood stem, and a brass
ase. Sneaked out my
neasuring tape and estab-
my great delight that it
ches high which would
bout halfway between the
offee table and the aver-
. Can think of a dozen
l like to use it. Best of
aps, would be near a
ith a wonderful view, in
of a couple who like to
r day by meditating on
ons as they drink their
first cup of coffee. Must look for that window, that couple.

When I'd finished scrutinizing the little table, wandered into the next room and plunked myself down on what looked offhand to be a very matter-of-fact armchair. Surprised to find it so comfortable. Could feel that the separate seat and back cushions were made of foam rubber. Could also feel agreeably solid support behind and below. Liked the feel of the walnut arms, too—the way they curved out at the elbow, then in again to just the right point where you'd like to rest your wrist. Decided to take another look at this chair. Walked around it to get a view of the back and what a surprise! The back was a solid panel of walnut—solid, that is, except for little four-leaf cut-outs spaced like a pattern

(*Please turn to next page*)

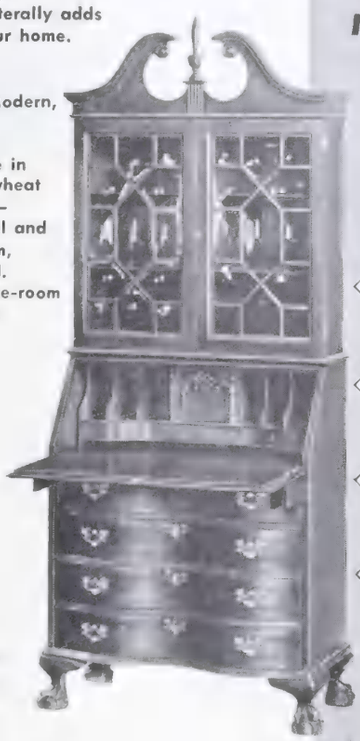


Chair with a pretty back

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for rare beauty plus four-area space-making

Because it leads a double- double life, a Jasper Secretary literally adds a "new room" to your home. Governor Winthrop Secretary shown. Authentic styles in Modern, French Provincial, American Provincial, Colonial — available in mahogany, walnut, wheat and maple finishes — each equally beautiful and useful for living room, dining room and hall. Made to order for one-room bedroom apartments. Modestly priced!



Jasper CABINET COMPANY JASPER, INDIANA

FREE! Guide to new home beauty and efficiency. Write Dept. HB-5, Jasper Cabinet Co., Jasper, Ind.

for display of your treasured books, china, hobbies

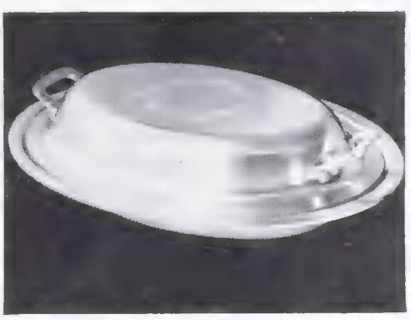
or filing away recipes, receipts, correspondence, checks

or study and other home "deskwork"

or storage of your linens, blankets, silver, toys.

Give **Kensington**

—the compliment that wins compliments



Your Kensington gift compliments a bride or friend or hostess on her appreciation of beauty and good design. In turn, you win compliments on your judgment and thoughtful gift selection. Kensington is useful as well as smart. Its lustre never tarnishes or stains. It's easy to care for as old crockery. At good gift, jewelry or department stores or write for store nearest you.

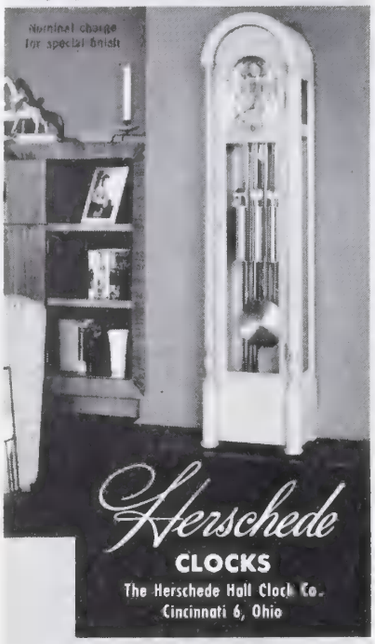


Typical values in Kensington are the Winchester Oval Double Serving Dish, 7¼" x 10", at $17.50 . . . and the Whitfield Round Double Serving Dish, 9" across, at $10. Either set may be used as a covered dish or two single dishes.

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Harmony
FOR THE HOME
Its blond finish blends with modern decor. Its styling adds the right touch of grace. Westminster Chimes voice cheer and peace. This Herschede clock (No. 436 blond) harmonizes with distinguished living.
69¾" high. $750 inc. tax. Slightly more on West Coast.


FINE FLOOR, TABLE, WALL AND MANTEL CLOCKS
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ALL EXPOSED STRUCTURAL PARTS AND PLYWOOD FACES GUARANTEED
GENUINE MAHOGANY
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THIS LABEL ISSUED UNDER PENALTY CONTRACT
NUMBER 1234
MAHOGANY ASSOCIATION, INC.
ALL EXPOSED PARTS GUARANTEED
SOLID
GENUINE MAHOGANY
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and these labels guarantee the world's finest cabinet wood . . .
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

on a dress. How pretty! That's the kind of ornamentation I warmly approve of—the kind that relieves a severely plain surface without spoiling the over-all simplicity of the design, or complicating the chore of upkeep. Was informed by the Baker salesman that Joseph Platt was the designer responsible.

The Powers kitchen has been a sorry stepchild ever since they bought the old house three years ago. By the time they'd written checks for a full complement of mid-twentieth-century appliances, they were through. So the walls were given a couple of coats of apple-green paint, the big white boxes dollied in, and that was that.

But it never looked very appetizing. For one thing the old plaster walls, though secure enough, had been patched so many times, they were full of bumps and rough spots sharply highlighted by the glossy paint. The floor rose and fell like a sand dune, so it seemed an uncooperative surface for linoleum. And although the room had an abundance of light, it was north light that gave the white enamel and apple green a chill pallor unwelcome even in midsummer. But most of all in this ancient kitchen, with an aura of bygone feasts and lovingly concocted delicacies still flavoring the atmosphere, the cooking machines seemed like arrogant intruders.

We could have wiped the past away altogether by rebuilding the whole sprawling space into two modern rooms. But that, said the Powerses, would cost too much. I must figure out a compromise. Entertained half a dozen different notions before I thought of wallpaper. Then I realized that it alone could do almost everything we wanted. We picked "Fruit and Clover," a fruit-basket design in Glendura, the soil-proof wall covering by Imperial. (They say it's been used behind stoves in short-order lunch kitchens, so it ought to be tough.) The background is warm cocoa-brown; the fruit and clover are in bright, medium-toned pastels sparked with chalky white—a good combination for making the room look smaller (which we wanted), warmer, and gayer, all at the same time. Against this background, the white appliances look like smart accents rather than unavoidable mistakes. We've moved all the kitchen stuff out of one corner and furnished it with a banquette, a generous trestle table (bought unpainted and enamelled yellow), and a couple of cushioned captains' chairs. Now, as Dora says, it's a real room. The broiling steak smells gustier and the baking cookies, spicier. It seems to have regained its mislaid personality.



For a kitchen wall

Mrs. Bennet, Sr. is the only client I have left who goes in for summer changes in the grand traditional manner. If it weren't for her peculiar blend of old-world elegance and grim practicality, it might never have occurred to me to have that flowery swirling scroll printed on sailcloth.

She pitches in to all plicated maneuvers of cl house, then says, "But of can't really close it, on of Alfred." Alfred is her thirtyish, an intense biolo wouldn't notice, I feel su stripped the house of ev of furniture.

So the draperies ar down. The bric-a-brac i away in the butler's pan



Cool scroll on sailclo

rugs are sent to storage; fashioned jalousies—bea cared for over the deca pulled out of their pocke window reveals, to turn unwelcome sun. When Mrs says she can't really c house, she means she feels to stop short of dragging dust sheets. Instead, she to "dust covers" which easy to look at—for poo

So when she asked for covers this year, I knew cloth would please her, it' bodied. As for the scroll compatible with the flavor of her other furnish so cool with its two shade on a white ground. Fou Cimino Designs, Inc. Dr to have a look at the h week. Liked it so much be in its winter full dress. T start a campaign to keep t "closed up" all year.

HOW THE 1953 PACE SETTER HOUSE USED DAY AND NIGHT LI

CONTINUED FROM PAGE 151

The Pace Setter house owes much of its serene beauty to the imaginative and scientific use of the equipment listed below:

LIGHTING

Living-dining room: Pin-point spots, Thomas Smith Kelly, New York, N. Y. Cove Lighting, General Electric Co., Cleveland, Ohio. Carved wood lamp, "Bali Bells," Lamp-Craft Studios, Inc., New York, N. Y.

Garden and terrace: Porch skylight and fixtures under soffit, General Electric Co., Cleveland, Ohio. Aluminum flagpoles, Swain & Bridge, New Britain, Conn. Cannister garden lights on poles and brass shield garden lights on fence,



Thomas Smith Kelly, Ne N. Y. Extension ladder Werner Co., Inc., Green

Dressing room and bathr leaves laminated in "Lumarith" plastic in sky wall panels, designed and by Emile Norman, Big S Fluorescent fixtures in sky fluorescent cove lighting room, General Electric C land, Ohio.

LIGHT

TROUBLES

NUED
ROM PAGE 45

of light that drives people
f houses onto the nearest
bench.
nen windows are grouped to-
, and extend from floor to
g. the whole wall becomes
ous. and you need overhangs
ebrows" and glass curtains to
e the amount of sky seen from
s.—*Editor's note.*]
ides low. broad windows,
are other ways to keep peo-
the room from having to
t overbright sky. You can:

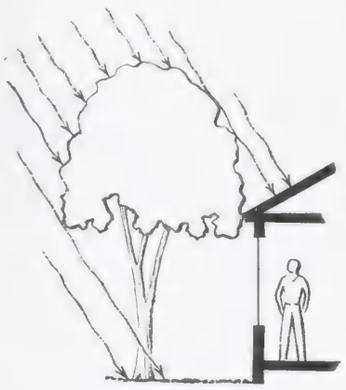
Plant a tree.

**Make an "eyebrow," a roof
ang, or external canvas**

You can make a trellis with

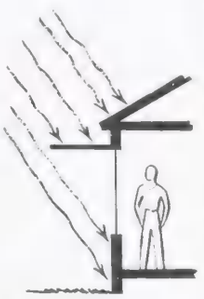
hes show all these solutions.)

member. all these methods
orified window shades. They
they cut glare. cut light even
because they put the bright-
rt of the window out of ac-
You throw away two pounds
t to get rid of one pound of
and to make up for this
light you have to have larger
vs or more of them.
night lighting, the same idea
tes like this: Shade your
ources well, just as in the
e you shade off the sky. Let



To eliminate sky glare:

1. . . . *plant a tree.*



2. . . . *add an "eyebrow."*



3. . . . *train vines on a trellis.*

the eye get only indirect light—the light bounced off walls and ceilings, just as in the daytime, you take your light mostly from the bright landscape. And then, just as you make the low, broad window bigger, put in larger bulbs and use more lamps—direct and indirect. For more details about lamps and how to use them read pages 60-63.

R WHOLE HOUSE IS A LIGHTING FIXTURE

CONTINUED FROM PAGE 74

architect or designer may
it to reduce ceiling heights.
the proportions of a room.
unattractive details. He
se light to create special
to make a picture glow on
wall. or to make a translu-
ject luminous without al-
you to become aware of
rce of light.
rn lighting practice makes
rrangements for concentrat-
ing and diffusing light. for concealing light sources, and for coloring and blending light. The baggage of the modern lighting engineer has a whole collection of reflecting and transmitting devices. contour shapes and prismatic lenses which enable him to control light.

Light, which reveals, divides, and clarifies—shadow which brings the charms of enigma and mys-

(*Please turn the page*)



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YOUR WHOLE HOUSE IS A LIGHTING FIXTURE

CONTINUED FROM PRECEDING PAGE

tery—the interplay of light and shade which modulates form and the transition from form to form—all this has always been the tool of the architect.

But until now the architect has been forced to work with natural light only. The imperfect artificial illumination of the past could perhaps give an element of mystery to space, but it also destroyed the daytime shape of a room because natural light and artificial light came from different places. Now natural and artificial illumination can appear to come from the same source, so the architect's conception can appear the same around the clock.

The torch, the candle, the oil-burning wick, and the gas flame, all required an isolating holder because of the danger of fire associated with their use. This long association of light with its own holder is responsible for some of our greatest blocks in thinking about light.

With an open flame, a light source of any importance requires an enormous fixture. Even for a single candle, more thought was concentrated on the design of the holder than on the light itself, because before modern science there was very little you could do about the light. Inevitably the fixture became more important than the light.

It is now quite possible to have both atmospheric and special light without being aware of the source. In a real sense light has become atmosphere by its ceasing to be furniture. This is because for the first time we are able to disassociate artificial light from the source.

In the last two decades, the whole trend has been toward higher illumination and less obtrusive fixtures. It is really impossible to adapt the fixture developed for the open flame to the requirements of modern lighting practice. This is true not only because such fixtures were developed for a lower level of illumination than we demand today, but also because the old-fashioned fixture made no provision for the control of light.

When artificial light was confined to fixtures hung from the ceiling or attached to the wall, the architect's work was limited to providing wiring and outlets. As light is now used, the design of both general and accent light is an integral part of the house and is planned from the very start. The lighting plan is as much a part of the building as the plan of circulation, as it is called. This makes lighting part of the over-all strategy of design.

HISTORICALLY, from *pithecanthropus erectus* to Thomas A. Edison, the only source of artificial illumination had been the open flame. Now electric light has completely changed the character of artificial light. More change in the character of lighting has been made in the last 80 years, particularly in the last two decades, than in all the time before since the earth was a glowing mass of melted rock. Although light is older than man, lighting is a modern invention.

The development of electric lighting has meant three things: 1. High level of illumination. 2. Static light, presenting an unchanging view (natural light is always changing). 3. Such complete control and manipulation of light as to make it behave exactly as wanted. Now we can have the kind of light we want, how, when where we want it.

The achievements of ph science in the production an trol of light have resulted search in other fields. To put at the service of seeing, i necessary to know the natu sight, what goes into making conditions for seeing, and these or lack of them affect h health, happiness, and effic

WE HAVE learned that see more than vision. It is som that you do with the whole It affects the nerves, muscles heart as well as the eyes. A is put on the whole body to pensate for poor seeing cond When this occurs it results waste of human energy an sources. Good seeing con vary according to the situatio the nature of the work to be

Optimum seeing condition particularly important tod civilized life imposes long tinued critical seeing con (example: reading and se which do not occur in the n conditions for which the eye developed.

However, while the basic light is in connection with to enable us to see, we use in other ways—to make grow, hens lay, to kill germs insects, heat rooms, process treat disease, and in the in of the police. More importa far as the house is concern the fact that modern prod and control of light make i sible to use light as a me artistic expression. Modern ing is capable of transformi house. You cheat yourself, remain unaware of its possib

GOOD LIGHT IS THE EASIEST TO GET

CONTINUED FROM PAGE 41

wood-paneled ceilings, ceilings with beams exposed, perhaps matting of some sort. A warning therefore is timely. The most beautiful room in the world can't be really beautiful if it is glary. The old-fashioned white ceiling has much to recommend it, especially for rooms which tend to be glary.

The *floor* is your biggest single chance to make an improvement. While most ceilings are customarily white, floors are often very dark and light-absorbing. Use a lighter floor covering, and you will see the whole room actually lights up.

The *back wall*, I mean the wall opposite the window, is very important. It reflects the light that comes *from* the window back *to* the window. The more nearly white it is, the better a job it does.

The *window wall* itself also needs treatment. It can get light only second hand—bounced back from floor, ceiling, or back wall. But just because of that, it should make the best of the light it gets. It should be as nearly white as you can make it. When, from the interior of the room, you look at the windo will always see it as a brigl tangle set into this relatively owy wall. The more you can en this wall by paint, the mo reduce the contrast, and hen glare.

Least critical walls are t side walls.

Very important are the f ings, books, pictures, drap everything in the room is tant. Everything should be Here you can play for small For example, here are some

Works, bound two gen-
go in dark leather; that's
square feet of darkness.
m out, or at least move
to the side wall, where
ess harm.
engineering proposition,
clear and easy and really
nt; and it works like a
s a practical decorating
on, it may sound unattrac-
ou went too far with the
would get a pale, anemic-
oom. But there are sev-
nter-arguments: 1. You
e to go that far; most
e so full of light-swallow-
hat you probably can lick
e problem without getting
le side. 2. I'm writing this
nctly "pale" room: floor,
iling, most furniture, all
. We had to do it that
et away from eye-strain.
discovered something we
thought of. The windows
e two bright rectangles,
ainful to look at. Now
become so easy to look
they *glow* with color all
d in all kinds of weather.
the outdoors now is part
lor scheme of the room
't pale after all.

can you do about harsh,
some light at night? With
lbs and fluorescent tubes,
p fixtures of wide va-
have today complete free-
nanipulate the light—to
sorts of light all sorts of
e possible solutions are
nfinite in number. But
t it. What is the right
Where does one start?
do anything—until you
checked your lampshades
r position. Lampshades
t to shade the eye. Do
their job? You put a ta-
too low, so that you can
into the bright part from
, naturally, it will bother
Same with a table lamp
mp that is too high, so
look into it from under-
neath. It's being misused. First thing to do, then, in any room is to put that right. Put the short lamp on a high table to raise it; the tall lamp on a low table to lower it. In short, place each lamp so that its shade really shades your eye.

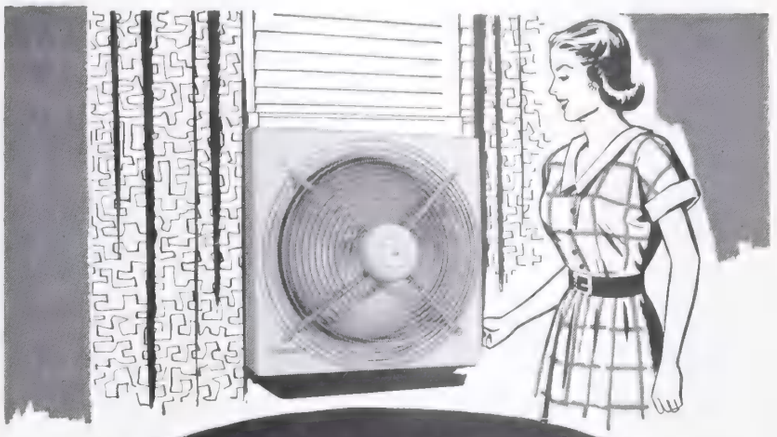
Once you've done that, you will have a different feeling about the light. *Before*, the light bothered you and you were tempted to try a weaker bulb. *Now*, with the lampshades doing their job, you will want *more* light. You can raise the general light level in the room by using larger bulbs, which makes it more cheerful.

NEXT, you may want to think about *working light*—the sharp, strong light you want for reading, for some kinds of housework, for needlework.

The basic idea is always to reduce the contrasts. We explain on page 44 how the eye is bothered when you put it into darkness and then ask it to look at brightness. But you need no explanation. Everybody found out about it quickly a few years back. The television screen used to hurt the eye when people looked at TV in the dark. Now, most people keep soft lights on when they look at TV.

Don't ask your eye to look at the intensely lit printed page in a room that's otherwise dark. Reading in bed is an example. Raise the general brightness of the whole room by shining a lamp at the ceiling and on the far wall, and then your reading lamp right on the book will make good light.

So the formula for good night lighting is: Throw light on walls and ceiling and floor and light up the whole room indirectly. And then throw direct, strong light on any job that requires real eyework. If you try to follow this out, you discover the sense and purpose of the various lighting fixtures and methods you will find described in this issue, such as cove lighting, and you will find that good night lighting is easy to arrange.



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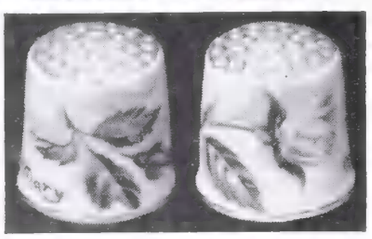
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 36

Waikiki resort section has first-rate hotels, motor courts, and guest houses at moderate cost. The Edgewater, among them, is not only on Waikiki Beach, but has a swimming pool, dancing at night, and other appurtenances you associate with great swank and costliness. Yet even here single rooms are $5, doubles $7.50. Here, too, as in other sight-seeing centers throughout the Islands, housekeeping rooms, many with kitchenette facilities, will reduce per person costs for families or groups.

You'll want to do some eating out, of course. Just remember that the Japanese meal tagged $5.50 at the elaborate tea room may be had for $1.50 elsewhere. Fifty cents will buy a Chinese lunch of soup with noodles, bits of seafood, barbecued pork tidbits, and dumplings filled with ground meat, onions, and seasoning. For sustenance sans atmosphere, there are the same hamburger stands, lunch counters, snack bars you find in mainland cities.

Or get a Hawaiian cookbook, prowl the local markets, and eat adventurously and inexpensively right in your own rooms. In these markets, *laulau*, a Hawaiian specialty of edible leaves stuffed with seasoned pork or fish, come three for $1. And you'll be enchanted by the strange, unaccustomed foods on the vegetable and fruit stands: giant watercress, oriental radishes and cabbage, Chinese parsley, sweet bananas, papayas, mangos, and those incomparable fresh pineapples. And you'll count as part of your Hawaiian adventure learning to prepare them the Hawaiian way.

Specialties of the West

At Baker, Oregon—Ask the Chamber of Commerce, Hotel Baker, to put you in touch with Blaine Stubblefield. His "white water" cruises into the Snake River's famed and fearful Hell's Canyon—from a few hours in the upper canyon to the complete 135 miles from Robinette to Lewiston, Idaho—permit even such as you and me a unique (but perfectly safe) fling at high adventure usually reserved only for the few.

At Wenatchee, Washington—Ask your way out to the Ohme Gardens, located high on a mountain top above the junction of the Wenatchee and Columbia Rivers, to see a tremendous aggregation of native plants and a stupendous view.

In Oak Creek Canyon, Arizona—Plan a pause for Sedona, not so long ago just one more sleepy little town, today the up-and-coming location capital for a whole string of Hollywood westerns. Drawing card is the glamorous setting provided by its red-rock canyon.

At Virginia City, Nevada—Take time out for another of those old gold-mining towns, this one only recently rescued from ghosthood, and good for at least a very reasonable facsimile of its roistering boomtown past.

In Jasper National Park, the Canadian Rockies—Let the fleet of snowmobiles give you a real close-up of this mighty, icy wonderland. You'll find them awaiting your car or bus at the end of a spur road connecting the Banff-Jasper Highway with the edge of Athabaska Glacier. Trips are about four miles across and around.

Scottish Rites

If you've a wee drop of Scotch blood in your veins—and even if you haven't—one of the things you'll find most endearing about Nova Scotia is the fact that this new Scotland is in some ways even more Scottish than the old. The tiny village of St. Ann—on the Cabot Trail in the Scotland-like highlands of Cape Breton—is, in fact, considered the very heart of Scottish culture on this continent.

The only Gaelic college in North America is located here, and you'll enjoy listening in on classes in the Gaelic tongue, or watching the students practicing outdoors the traditional arts of the bagpipe and the highland fling. At the Crafts Center you can watch summer-school students weaving brilliant clan tartans on hand looms. Visit the Highland Folk Museum, which houses valuable relics, among them mementos of the Giant MacAskill, a sort of Paul Bunyan with a burr. And here, each August, you can attend an authentic Gaelic Mod, or Clan Gathering. This year's Mod being the fifteenth in a row, it will be extended to occupy the entire week of August 3 to 8. It will include the usual championship competitions in singing, dancing, and piping, a Highland Clan's Day, and historic pageantry. And during it a new outdoor theatre will be initiated for the promotion of Gaelic and Jacobite plays and concerts of choral singing.

Warning

Even though signs at intervals are warning mo the new and strictly enfor limits along the Pennsylva pike, it's as well to be prepared ahead, so be don't take unlimited s granted. On the western h 327-mile superhighway, Ohio line to Breezewo change, the new maxim limit is 60 miles per hou eastern half, from Breez Valley Forge, it is 70. bridges there is a zoned l miles per hour during no ditions, and 30 miles du verse conditions." The limit at tunnels continues and through tunnels it is pike police, moreover, h instructed to enforce "without tolerance."

The Devil and Daniel

One of the livelier spo England is Massachus Sturbridge Village, whi content with its faithfu tion of New England life in the late Eighteenth Ce is constantly finding nev point up the American Thus this summer: an al val of folk opera, drama let, the first of its kind in will feature that New classic, *The Devil an Webster*, with music co Douglas Moore. Staged mer Nagy, who formerl Colorado's Central City tival, with Moshe Paran Hartford Symphony c dance pantomimes by pher Alwin Nicolai of Street Settlement, and si the Metropolitan and York City Center Opera formance will be night Monday, July 18 throu 30. You can make an evening of it by dining Levi Lincoln House nea lage entrance, open only August and serving Ya in a dining room deco Sturbridge-inspired wall yourself plenty of tim tween dinner and stroll the natural woodland am for the evening's pe you'll want to inspect Lincoln House itself. No a fine example of the Gr style, but it was moved its original site in Wor

all about it

geant of the Mediterranean, ridan H. Garth with a fore- y James W. Kirk (both with Cook & Son background), tion Press. $5. A complete, ge circuit, well illustrated, omething of the culture and as well as travel how-to- Fine cruise background, or ir reading.

ing All over the World, by Ava Gates—Thomas Y. Cro- o., $2.95. Notable for pre- hopping and budgeting ad- nd for some pertinent don't's as the usual do's.

Trip to Britain, by Richard —Doubleday & Company, One of the best-informed writers revises his popular to cover Coronation Year rities in service, events,

n's Guide to Europe, edited gene Fodor and Alyce Mar- David McKay Company, One of the Fodor guide now covering most of West- rope, this one does a neat answering purely feminine n marks, even to a few well words on clothes by de- Jacques Fath, and a breezy- ppraisal of the European ust in case. Most of its chap- re written by women.

Guide to Hawaii, free from ited Airlines or your travel A 36-page, handy reference to help you pick hotels and ants, and wend your way fully through the almost too ings to do and see.

of North

t as far north as you can the wild and wonderful est Territories of Canada is immediately around Great Lake, some 700 air miles Pole-ward from Edmonton. e is the ninth largest in the nd the country is a land beauty, considerable mys- ich midnight sun, and fabu- ing. In certain very handy 's a less adventurous trip than you might suppose. Between commercial fishing and some of the world's largest and most productive gold mines, both Hay River, on the south shore, and Yellowknife, on the north, are bustling, modern towns.

Yellowknife has at least two good hotels and what is proclaimed the only cocktail lounge in Canada west of Ontario. There is frequent air service from Edmonton, and the Canadian Coachways operates a tour via the MacKenzie Highway to Hay River. From here you can fly to Yellowknife. You can fish almost anywhere, and they do say the trout run 40 to 60 pounds. Right at Yellowknife, for instance, the lake is so crystal clear you can watch your game fish take the bait all of 40 feet down.

Out of Yellowknife is a guided trip down the Snare River, a series of rapids and beautiful lakes, waters literally untouched and teeming with fish. Or you can really take to the wilderness by visiting one of the fishing camps in the Talthelei Narrows area, 100 miles to the east. Great Slave Lodge is de luxe for this country, with running water and sewerage. A packaged visit, including excellent food, guides, skiffs, and canoes and a round-trip flight from and to Yellowknife runs about $500 a week. At MacKenzie Lodge, which is reached by cabin cruiser and sleeps you in a snug Arctic tent cabin, you'll find rates are around $300 a week, $50 a day.

To each his own

There's one nice thing about seeing other people off for foreign parts. The more often you do it, the more impressed you are with how much more people are getting out of travel these days. It's not fair, of course, to scorn the bundle of yellowing Baedekers, steamship folders, hotel receipts, and notations on the Louvre, the Leaning Tower, and Lake Lucerne which seem to be just about all Grandpa has left of the Grand Tour he took as a young man. Or to pity too much that nice old lady, the one

(*Please turn to page* 123)

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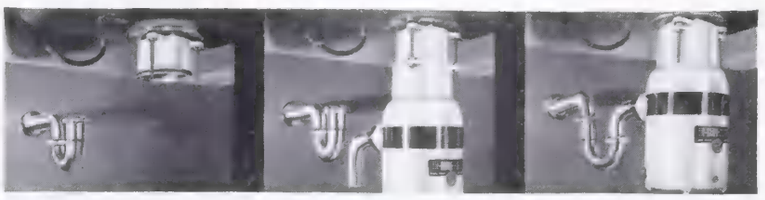
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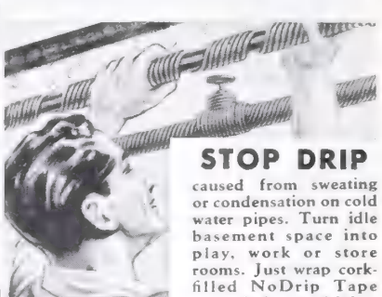
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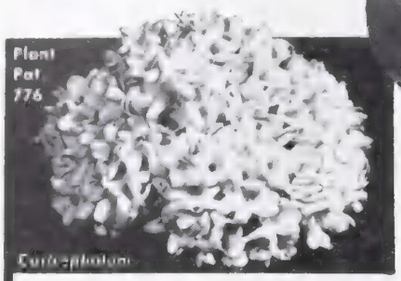


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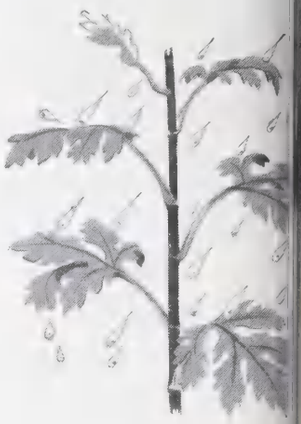
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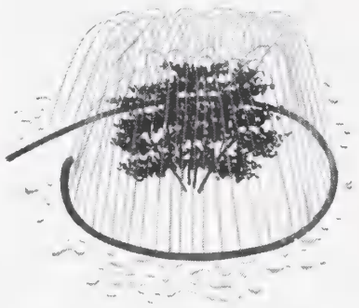
TIMELY TIPS for gardeners



Rambler roses may get out of bounds unless stems which have flowered are cut at base. Next year's best blossom's will be on new canes.



Now that chrysanthemums plenty of foliage, they'll from an application of quic solving plant food. Use fine so leaves are covered with tiny

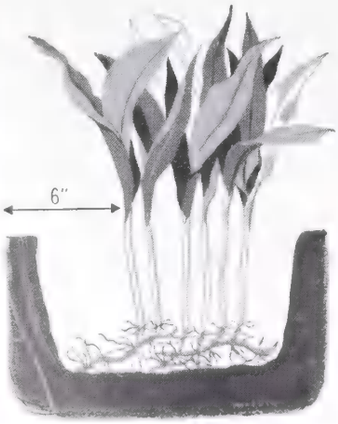


Broad-leaved evergreens are thirsty plants and will suffer in hot weather unless given plenty of water. Use one of the new plastic hose sprinklers to soak soil thoroughly around shrubs, then conserve soil moisture with a mulch.



Espaliers are attractive and serve their purpose only if kept trimly in line with established design. Cut back active side growth, leaving tips of leaders, and remove any branches which grow toward wall.

SKETCHES BY JOHN BRIMER



Neglected lily-of-the-valley should be dug and divided. Shake roots, separate into bundles of 6 or more, plant 6" apart in enriched soil.

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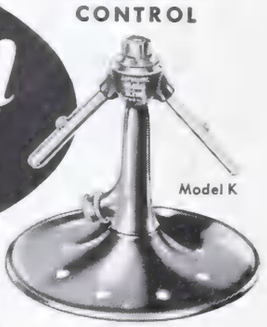
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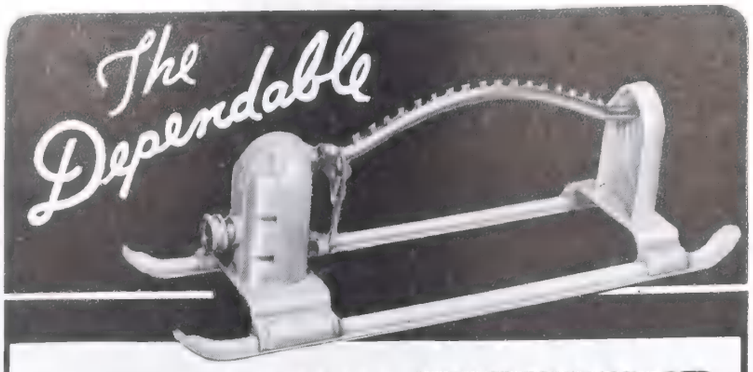
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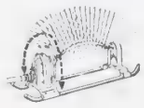


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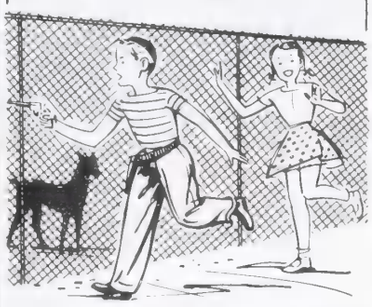
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HOW TO LOOK AT ROOFS AND GLASS WA

CONTINUED FROM PAGE 85

will seem very different with one beneath the parasol, the other beneath the lid. The big spreading roof is, of course, the more familiar to us. But that, by itself, proves little; so, too, was the horse and buggy when the auto came along. Appearance is the least of the matter; the real difference will lie in their respective performances.

The way in which roof joins wall is a critical point in design, often revealing the architect's whole philosophy. If the houses of Frank Lloyd Wright seem more promising today than the tightly lidded box, it is largely because they recognize two simple facts: the nature of our climate and the nature of man himself. These houses recognize that there are times when our weather is so genial that we can open the whole house to it, and times when it is so brutal that we must seal it off completely. There are times when we want the flooding sunlight of a greenhouse, times when we need the close security of a cave, times when we need the broad expansive outlook, times when we need privacy. Actually, a good house should provide bo chief virtue of modern hou ing technology is that it just that. You should not anything less.

When the big parasol-t with lavish overhangs, deep and shaded walls appea years ago in Wright's ea in the Midwest, it was a si identical discoveries. First climate of Chicago had like those of the Belgia and winters like those of And second, that the means were at hand, for time in history, to build that could open up in sum a Congo pavilion and clo winter like a tight cotta Norwegian fjord. These means were essentially f sheets of plate glass, a central-heating system, th sulation, and structural which enabled him to openings without difficult

These two discoveries on part have been the central his houses for 50 years. T both possible and nece

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concept of *the roof as being the main element of shelter*. Like a low, hovering parasol, his roofs extend far beyond the line of the walls. They thus create an intermediate zone between indoors and out. They serve to temper the fluctuations of a climate against whose extremes you always need some sort of protection. Roof and wall together create a *defense in depth* against the changing weather.

HE REMEMBERS what subsequent architects often forget, that the attack of the elements is seldom vertical—glare, heat, driving rain, chilling wind, blowing snow come at all angles. And that the minute you open this wall up with large windows, openings, and the like, you double the vulnerability of the wall.

The big gabled roof is not an American invention, of course. It is a salient feature of the architecture of all climates with heavy rainfall—such as our own New England or that of northern Europe and Great Britain. Here the function of the roof is to shed rain—to get it off and away from the house as quickly as possible. But such roofs usually have very little overhang. The parasol effect does not extend beyond the walls. The reason for this is obvious. In such northern climates, winter sunshine is scarce, even daylight is valuable. The roof must not keep any light out of the windows.

The wide eaves, the big overhang, the continuous porch or gallery come from quite other areas—Japan, southern China, the South Seas, Yucatan, and Equatorial Africa. Here again, if you stop to think about it, the reason is quite obvious. The function of the roof in the Tropics is not merely to shed heavy rainfall. It must also *shade the walls against the heat and glare of the Tropic sun*, and *permit the fullest ventilation through the house while it's raining*. For it is precisely when it rains that comfort in these areas depends most upon ventilation. You can't "close the windows to keep out the rain" because this would also keep out the breeze.

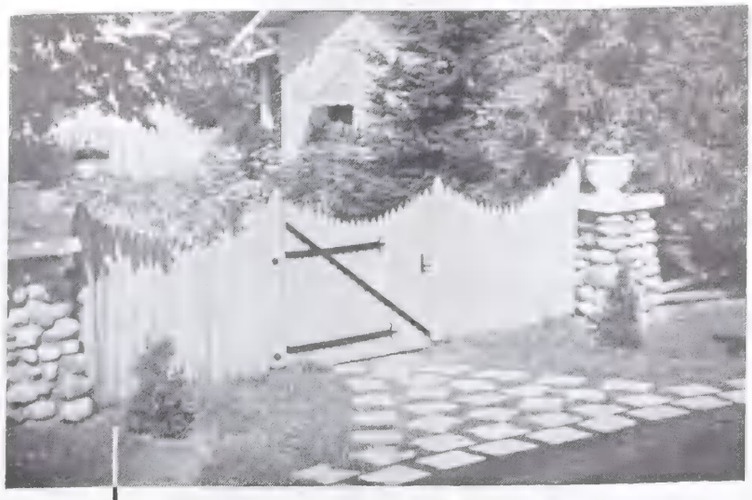
NOW it is exactly such factors as these that Wright has recognized. And this is what gives his houses so much of their significance. But, if this type of house has caught the American fancy, it was not merely because it was comfortable. It had also to be beautiful. This is always a mysterious

(*Please turn the page*)

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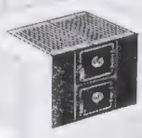
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HOW TO LOOK AT ROOFS AND GLASS WAL

CONTINUED FROM PRECEDING PAGE

process in society—that we ultimately see the beautiful in what has proved to be, as Emerson put it, the good, the necessary, and the true. The sheltering roof became not only comfortable to live under but beautiful to look at as well.

The very overhangs which protected the windows against the glare cast rich shadows, molded exciting new forms. The new relationship between indoors and out created a whole new world of landscape for which there was no precedent in American life. The garden became not merely the setting through which the house was seen from the street, as it had been in the typical New England town, but the warp and woof of the house itself. And this landscape was not merely something you *saw*, but something you *lived* in as well.

NOW this was not the only possible approach to building, as modern skyscrapers and factory buildings were quickly to prove. Here, with steel and concrete skeletons to carry the weight of floors and roof, the wall becomes merely a sheath of glass, metal, and masonry interposed between the occupants and the out-of-doors. The roof becomes merely a waterproof lid, like the top of a saucepan. This wall sheath is regarded as hermetic (though of course it isn't), and the space so enclosed is regarded as a vacuum to be lighted, ventilated, heated, and soundproofed as desired. Here is no intermediate zone, no defense in depth. The American climate lashes at the naked building in all its extremes. Any amelioration of this attack takes place wholly *inside* the walls.

Now, thanks to modern plate glass, heating and cooling plants, insulation, and the like, this kind of building is entirely possible today. It is not as efficient as is generally assumed. The occupants are neither so comfortable, physically nor emotionally, nor are the walls themselves as efficient in excluding the weather as you might think. But they work fairly well, all things considered.

They are often handsome, these buildings, in an abstract, unearthly sort of way. In fact, they are so powerful that they have produced a whole school of skyscraper design. And as long as we Americans stack floor on floor in the multi-story structure, they represent a tolerable solution.

Why, you may ask, can't concept of design be appli houses? The answer is: It ca how does it work? The p of the glass-sheathed skelet in fact, so great that it has i the residential field, along wi saucepan-lid roof. Several most spectacular houses o type have recently become famous. Photographed in ju right light, or visited at ju right time of day, they make ing pictures, but you don't a picture. Many people ma them handsome—and that right, too; it's a free countr the real question is not thei looks but their total *perfor* Do they, as houses, really

In the first place, it is v remember that many of the not, in any real sense, hou all. They are often expensiv cialized, week-end or holiday tures, for single people or cl couples with other homes. thus share with the skyscra fact that they are the locus a small, specialized fragm living. They are not desig the whole, complex process ily life, any more than was Antoinette's little rustic around the mill pond at Ve Judged in this reference fra can like or dislike them. B mistake them for houses— Antoinette never did.

THE central mistake of a the skyscraper philosoph single-family, free-standing is precisely that it insists garding the roof as a li might be permissible if th were solid, massive ma though of course it would able only to desert climates in fact, the concept is th of years old. But when, inst wall becomes a glass me the need for the big para becomes greater than ever

Without a system of wi hangs, deep embrasures, balconies, trellises, and t the glass wall becomes co vulnerable. There are no an ing factors, no zone of tra between indoors and out. between the two is as sh inflexible as a guillotine b

This is hard on the wall that is, it deteriorates ra the pictures on page 85 is also hard on the equipm the people *inside* the hou full load of adjustment i

he task of modifying cli-
tremes falls on the naked
d on the equipment *inside*
se, just as it does in sky-

ften argued that, with mod-
ing and cooling equipment,
or can be ignored. While
erfectly true that today's
-whatever their design—
ot be possible were it not
technical equipment, it is
e to argue that it operates
well, no matter what the
f the house. Two examples
erve to prove this.

irst is the use of south-
floor-to-ceiling window
conjunction with radiantly-
nasonry floors. This is an
combination provided *that*
is controlled, winter as
summer, outside the glass
herwise, on a bright, cold
day, the sun will pour
the glass while the already
floor, because of its high
ding capacity, will take
cool off. The result is
isastrous, no matter how
the room may seem to the

e such modern house re-
easured, outdoor tempera-
36°; indoor temperature
°, even though the thermo-
shut down the boiler two
rlier. Clearly, this was a
of the architect, not the
nt. Yet had he been as in-
in *what goes on inside the*
what the wall itself would
e, this needn't have hap-
le could have done one of
ings. The simplest would
n to provide proper shad-

ing devices *outside* the glass, i.e., the parasol roof. Or he could have used smaller windows, higher off the floor. Or he could have put the heating coils in a plaster ceiling whose low heat-capacity would permit rapid cooling.

Another example of the same kind of thinking is the argument that glass does not need to be shaded externally if you have summer air conditioning. It is true, thanks to mechanical refrigeration, that you can now hold indoor *air* temperatures at any level you wish.

But the *radiant* temperatures of sunshine, even reflected sunshine, coming through glass will offset the cooling effect of the conditioned air. (This is, of course, the same phenomenon as that of getting overheated and sunburned on an Alpine ski trail on a bright winter's day.) And let no one tell you that curtains or blinds *inside* the glass are just as good. Once the sun's radiation passes through the glass, the heat's in the house to stay. Either the air conditioner handles the added load or you suffer. Here again the fault is not that of the equipment but of the architect. Properly designed roof overhangs or trellises, properly placed trees *outside* the glass, would eliminate the whole problem.

SO GREAT is the difference between shaded and unshaded walls that air conditioning engineers are now saying that *you can reduce the size of the air conditioning plant by 33% to 40% merely by shading the walls.*

What better evidence can you ask for the superiority of the parasol roof?

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 117

nt so much time abroad,
ving shown you her really
Italian linens, she re-
em immediately to their
issue.

still go on Grand Tours
onhole their travels. But
I more regard travel as
g to use, a means of ex-
nd enriching the interests
usiasms of everyday life,
t to bring home and put

friends you've recently
way, it's possible at least
off on a garden tour, as
t of which she will win
es than ever at next year's
w. Another, perhaps, will
ing even more smartly
returns from a fashion

tour of the workshops and salons of French and Italian couturiers.

The 1952 tour program, in fact, included hundreds of like possibilities: tours for religious groups, for the various professions, for the artist, the student, the collector. Among them was at least one Gourmet Tour, on which the happy traveler was wined and dined through no less than seven countries; a Camera Holiday, covering the more photogenic spots in Switzerland, Italy, and along the Riviera; several giving golfers opportunity to play the famous courses of England and France. And just ahead, in case all this is for you, are even more of the same. Example, a World Shopping Tour, no less. Think of that!

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98 Bakelite Co., Div. of Union Carbide & Carbon Corp.
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PHOTOGRAPH BY GEORGE SMALL



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In the Roitblat home two separate thermostat systems were installed to solve occupancy and exposure problems. One controls comfort in Zone 1 —the living-dining area. The other provides healthful, even temperatures in Zone 2—the bedroom and bath area.

Homeowners in the milder U.S. areas are fast learning the value of Zone Control. Families like the Roitblats (they came from Wisconsin) are taking the idea with them when they move.

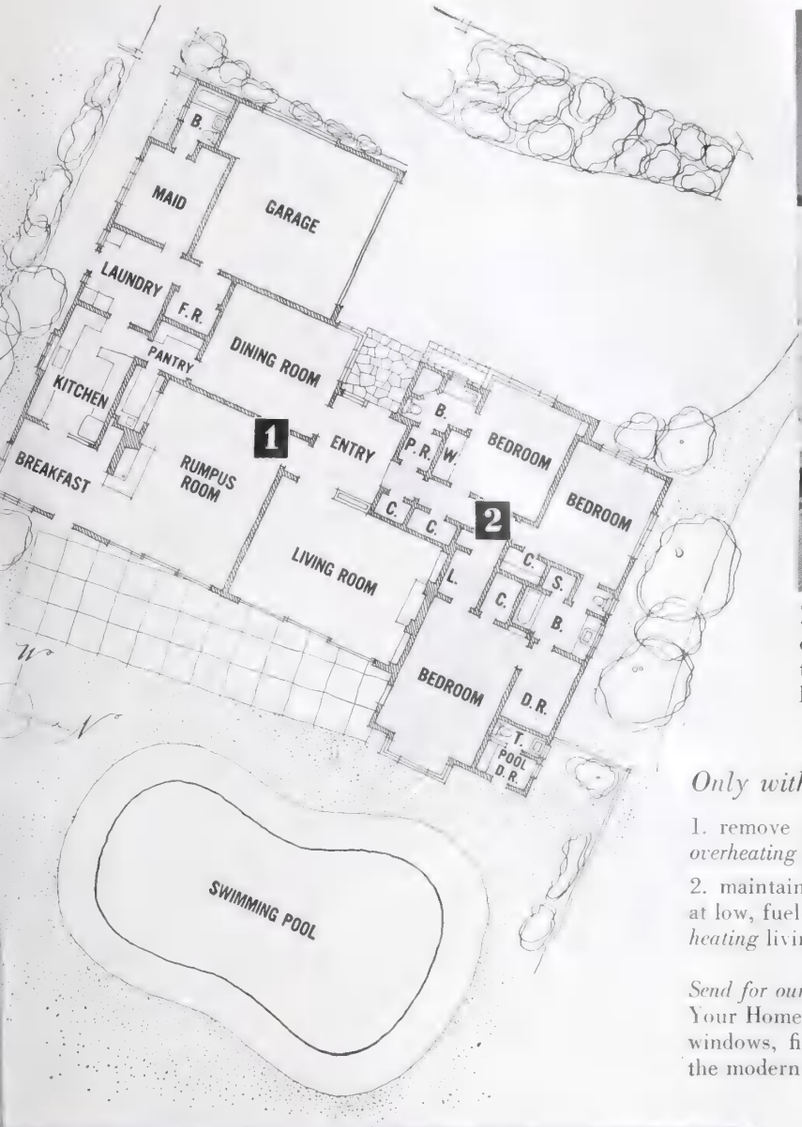
Why don't you ask your architect, heating or plumbing contractor about Honeywell Zone Control? When you have it installed, you, too, will enjoy ideal climate inside your home.



ZONE 1

The separate thermostat system for the living area which faces east, easily meets heat demands on a chilly evening in the cool season—without making the bedroom area too warm for sleeping. Honeywell Zone Control compensates, too, for heat from morning sunshine and for extra heat from the fireplace.

The Roitblat home was designed by Beverly Hills architect Dave Freedman.





ZONE 2. *The individual thermostat* in the sleeping area compensates for chill north winds. And yet it never allows bedroom temperatures to rise too high for comfortable, healthful sleeping. Nor does it affect the comfort level in the rest of the house.

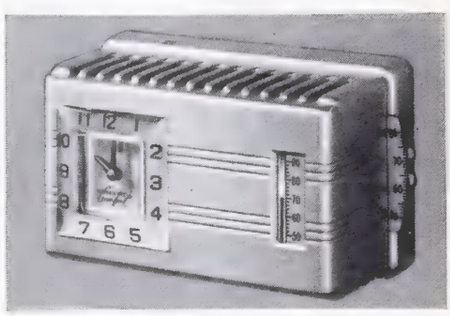
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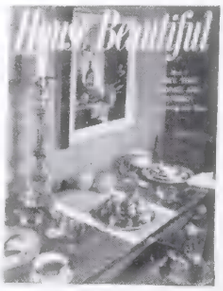


PHOTO BY EMELIE D. NICHOLSON

Cover reflects the easy-going beauty housewives are achieving while they save time and energy. Stede plates, used as place mats, team up with antique china. Sterling, International's "Royal Danish." "Roddiscraft" plywood walls. Decoration, Lucy Drage, Inc.

House Beautiful

VOL. 95 NO. 9

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

SEPTEMBER 1953

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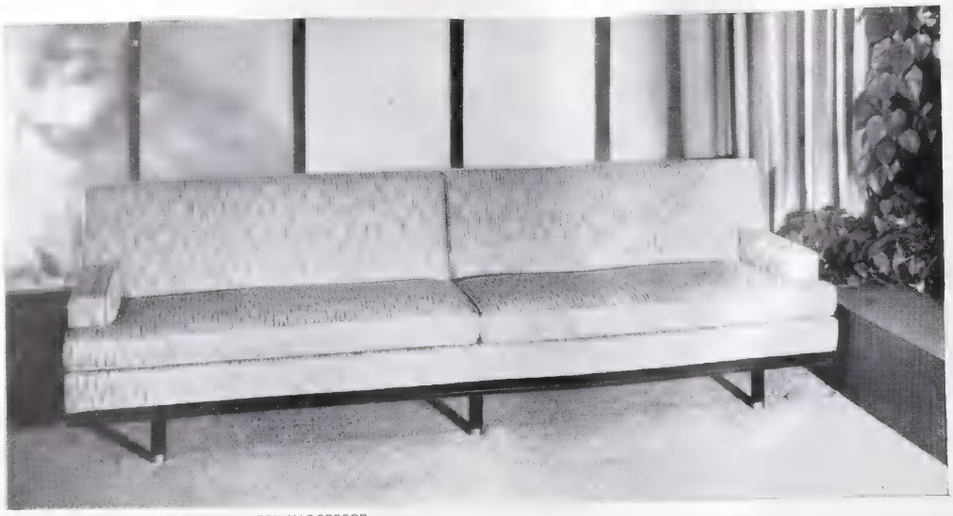




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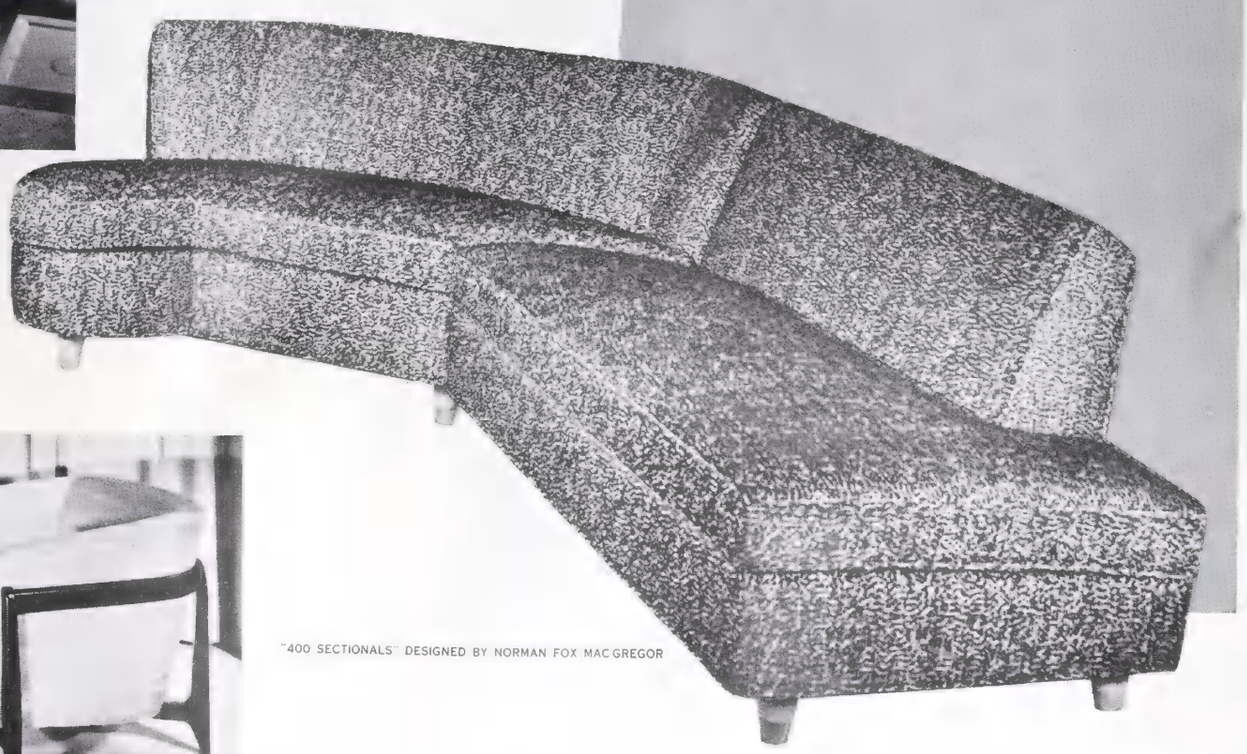
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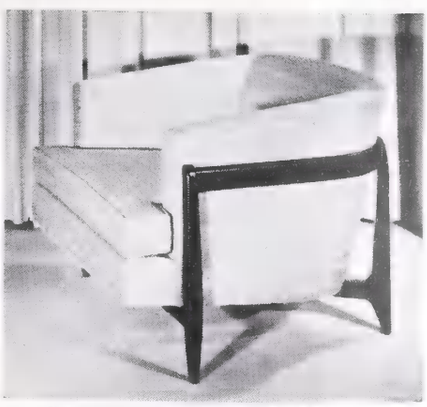


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By Carjat, in 'Le Diogène,' 1857

The rediscovery of

Hector Berlioz

Here is a curious case of musical time-lag—the gradual popularity of century-old music that has never been as familiar as its composer's name

By Richard Williams

What a curious and perturbing personality he was! What curious, wonderful, and uneven music he wrote, music rising to breath-taking vistas and then again sinking into plains of bathos!

Hector Berlioz was born one hundred and fifty years ago. His genius developed quickly, and by the time he was fifty he had composed most of his major works, including the *Fantastic Symphony; Harold in Italy*, a composition for orchestra and viola; the solemn and fearsome Requiem; the dramatic symphony, *Romeo and Juliet*, for orchestra, soloists, and chorus; and what is perhaps his masterpiece, the dramatic legend, *Damnation of Faust*.

We have had a century of opportunity to become acquainted with his work. Even measured at the deliberate pace by which history records the progress of fame, a hundred years ought to be an ample period, quite a lot of time. For most artists this span is sufficient to anchor them securely in the harbor of recognition—or cast them adrift in the sea of oblivion. Berlioz seems to be an exception. To him his due has been accorded slowly and, in fact, not yet. While the *Fantastic Symphony* achi popularity early and has rema one of the symphonies most quently to appear in the co repertoire, the bulk of his wo heard but occasionally. Up to recently one could not speal Berlioz as a popular composer is like one of those "classical" elists whose name everybody k but whom nobody reads.

A remarkable situation! would expect just the opposite not only is Berlioz' music eloq and beautiful, the work of ge but it is also the work of a showman. It contains the rom elements of music, by whi mean that the music itself i mantic, and also that rom is spun around the m Berlioz' compositions are far austere or restrained. They passionate, wild, and start They have the virtue of com always a characteristic of entertainment, with very range between the soft love t of *Romeo and Juliet* and the c ing and theatrical Witches Sab of the *Fantastic Symphony*.

As to the music's extracurri romance—well, except for W

(*Please turn to page* 16)



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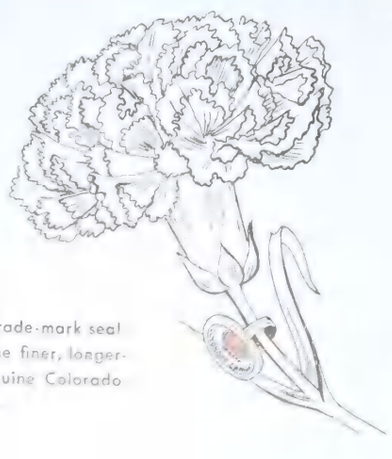
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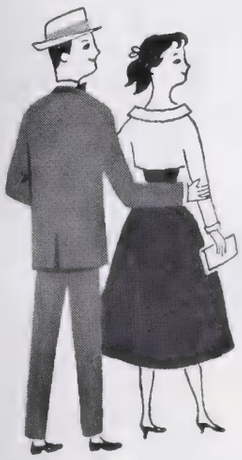


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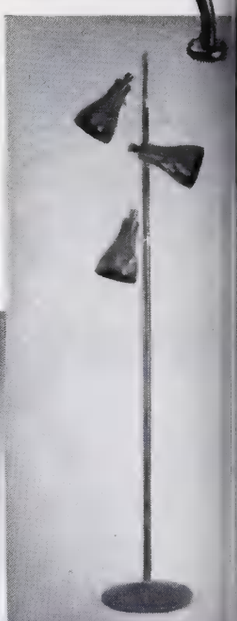
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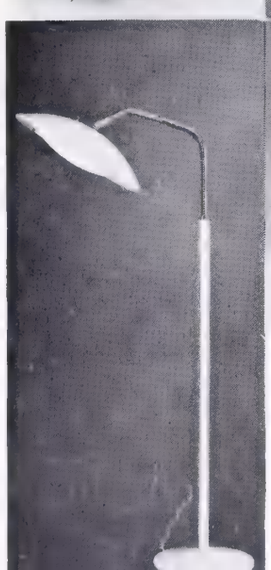
a new lease on light!

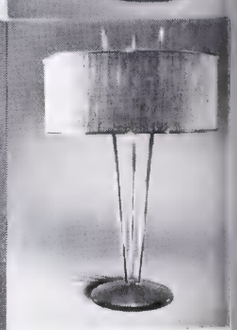












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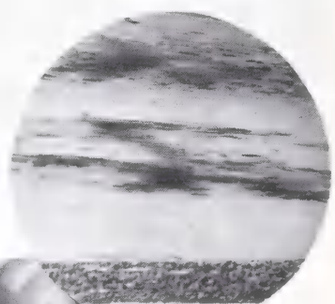
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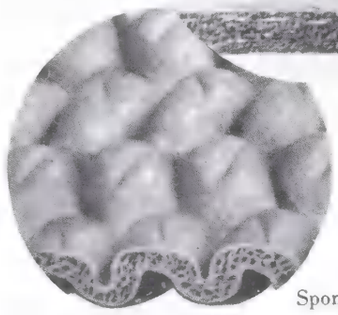
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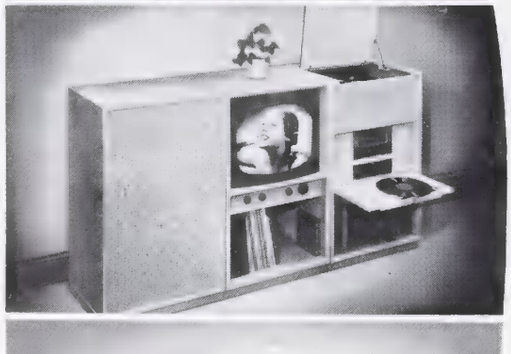
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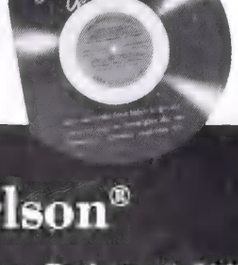


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THE REDISCOVERY OF HECTOR BERLIO

CONTINUED FROM PAGE 8

there is no other music so liberally furnished with literary program and hyperbole. A symphony ought to need no program telling the story behind the music. Berlioz thought otherwise. He called it the *Fantastic Symphony*, and wrote the program himself, a fanciful narration in the extravagant style of the middle Nineteenth Century. The symphony is supposed to depict, says Berlioz, a young musician of morbid sensibility and ardent imagination who poisons himself with opium in a fit of amorous despair.

The story of the symphony's creation is well known. It is linked to the composer's life somewhat as *Tristan and Isolde* is linked to Wagner's affair with Mathilde Wesendonck. When Berlioz was twenty-four, he fell madly in love with a Shakespearean actress, Henrietta Smithson, whom he saw as Ophelia and as Juliet and whose performances enraptured him though he could understand no English. At first she would have none of Berlioz, whose ardor frightened her. To express the rage of his jealousy and the wounds of his love, he composed the *Fantastic Symphony*, in which he saw his beloved as an evil woman, the center of a Walpurgis Night dream.

Later he softened this conception. Henrietta lost her popularity with the public and ran into debt and misfortune, not the least of which was that she broke her leg. But Berlioz' love remained constant. He nursed her, collected money for her, organized a benefit concert for her. Finally, after he threatened suicide, she did marry him. The marriage turned out to be a tragic disappointment. Henrietta became bitter, suspicious, and quarrelsome, and soon lost all her beauty.

Berlioz was not, as this story might indicate, merely a romantic fool. One must judge his behavior within his time to understand it right. It was the time of the grand gesture, the unbridled emotion, the tear shed openly. That is how people behaved. And they read Dumas and flocked to the recitals of Liszt. In his time, Berlioz appeared less flamboyant than he would today. Yet Berlioz, with all his romantic excesses, his wild hair, his defiantly quixotic behavior, his sharp tongue, was a man of the highest intellect, and as a musician as skilled a craftsman as the most punctilious and careful composer. When he was a young man father had destined him to be a physician. The first time he to dissect a corpse he jumped of a window of the hospital henceforth devoted his life to sic. He made no compromises the sugary taste of his time wrote no sweetly melodious op to please the subscribers of Paris Opera. Without writing eras how could a French comp earn money?

He did not earn very much. of his life he had to eke out a ing as a music critic—and a liant critic he was. He hated b a critic, even a famous one, wanted fame and recognition composer. Though he did ac some fame, he was more fo against than feted.

He was a master of instrume tion, being perhaps more intere in the effects of various instrum than in problems of melody harmony. His book on instru tation is still being used as a book. The kaleidoscopic color Berlioz' orchestra ought fur to make the music popular *Scheherazade* and *Pictures a Exhibition* are popular.

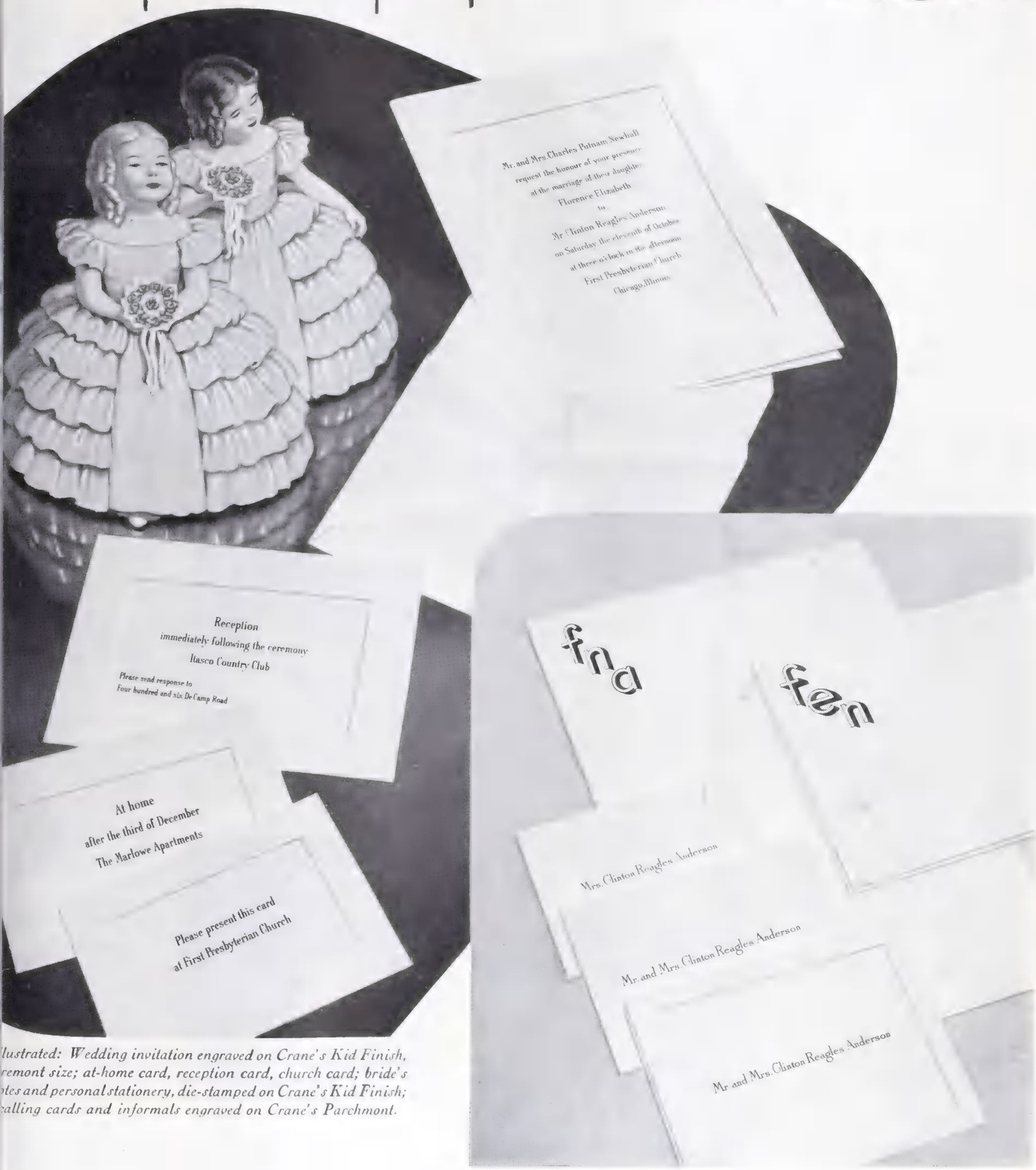
Why has Berlioz had to wai long for recognition? though intrinsically a star of first magnitude, has his light dim and is growing brighter as recently as in the last 25 ye

Three difficulties dim his lu First, a practical one, Berlioz' sic needs complicated forces. orchestras, extra trombones, a percussion section, choruses, It is therefore expensive to form and expensive to record. Requiem needs no fewer eighty women's voices, sixty te seventy basses, also soloists. violins, twenty violas, sixteen t bones, six tubas, five pairs of bals, and four separate group brass instruments posted at var corners. (These specifications not always carried out in a con performance.)

Second, the music speaks a guage which is highly distinc It isn't really classical and it lushly romantic, either. Often logic of this musical langu escapes you on first hearing sounds like a man conversing broken sentences. You need to used to it. Once you are use it, the difficulties vanish. The sic is perfectly clear.

(*Please turn to page 83*)

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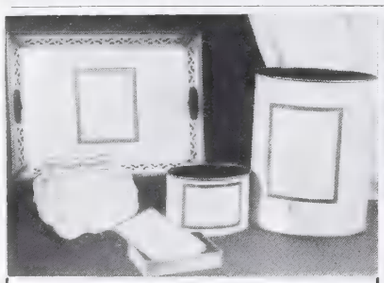
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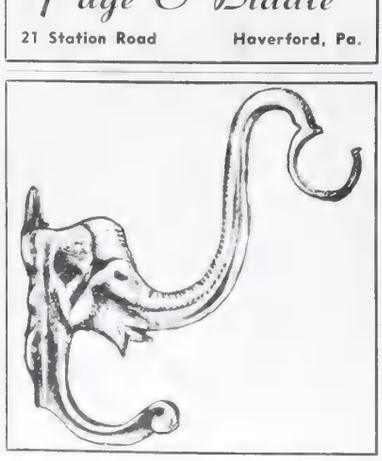
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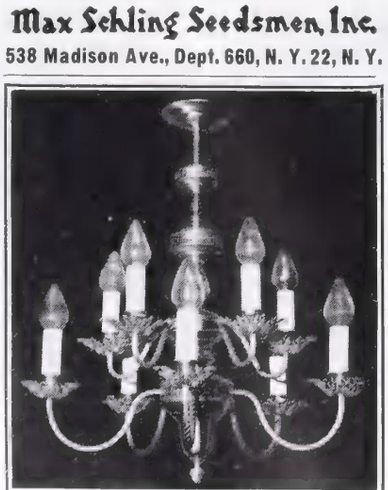
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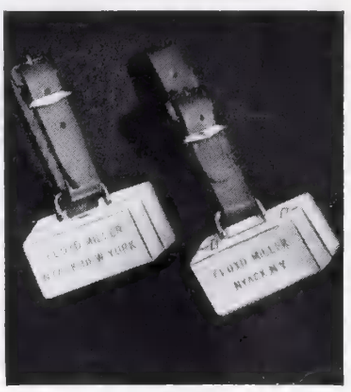
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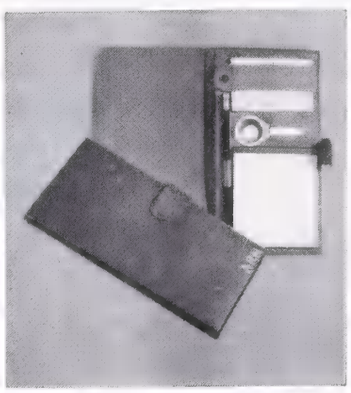
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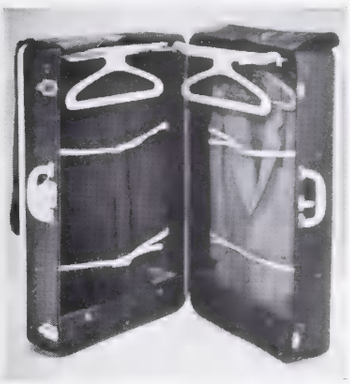
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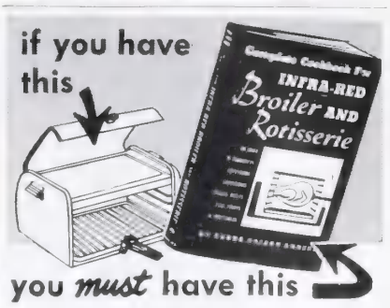


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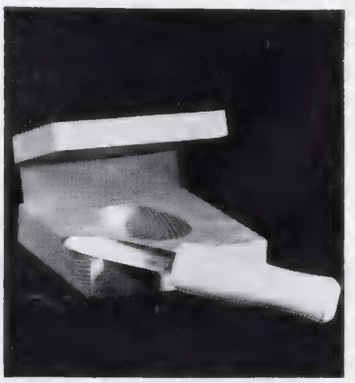
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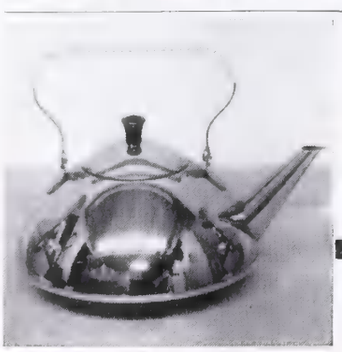
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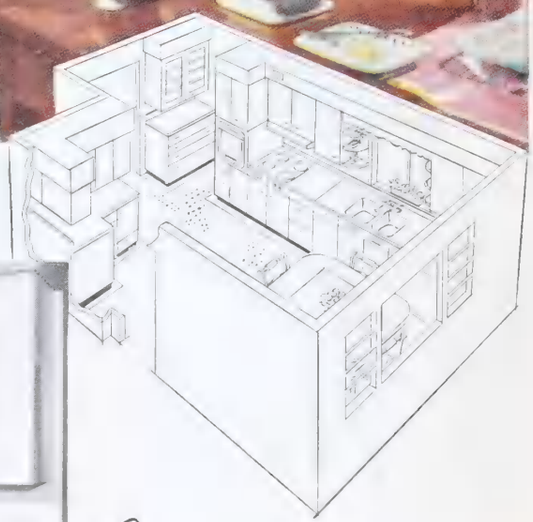


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We are planning to ☐ build; ☐ remodel.
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In Ezio Pinza's handsome living room, Muted Beige Wunda Weve

For a special kind of carpet beauty...WUNDA WEVE!

Drifting texture—variable as a cloud . . . ringing colors—clear as chimes . . . soft luxury and high fashion under your feet. That's the special kind of beauty that Wunda Weve carpets give you!

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Free Color Booklet shows Wunda Weve Carpets in many famous homes. *Write Belrug Mills, 203-O River Street, Greenville, South Carolina. In Canada, Maquires Ltd., 2536 Granville St., Vancouver 9, B.C.*



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WUNDA LOOM WUNDA LUXE WUNDA CREST

WUNDA WEVE, WUNDA LOOM AND WUNDA LUXE ARE TRADEMARKS, REG. U.S. PAT. OFF.

WINDOW SHOPPING

CONTINUED FROM PAGE 20

D JEWELS combine
is magnifying glass
nt little beauty. A
ly will use it to read
theater program, to
rice tag, to find a
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seed pearls sparkle
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"the lamb was sure
use the legs unscrew,
fts out, and the un-
chair travels lightly.
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efore breakfast, and
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land where dreams
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4½" high, he's $1.95,
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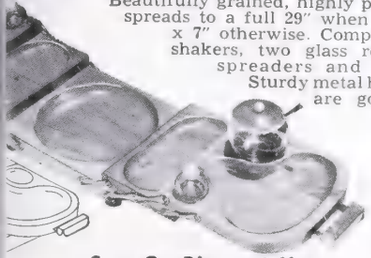


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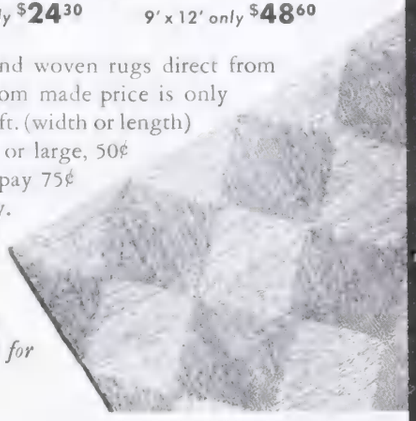
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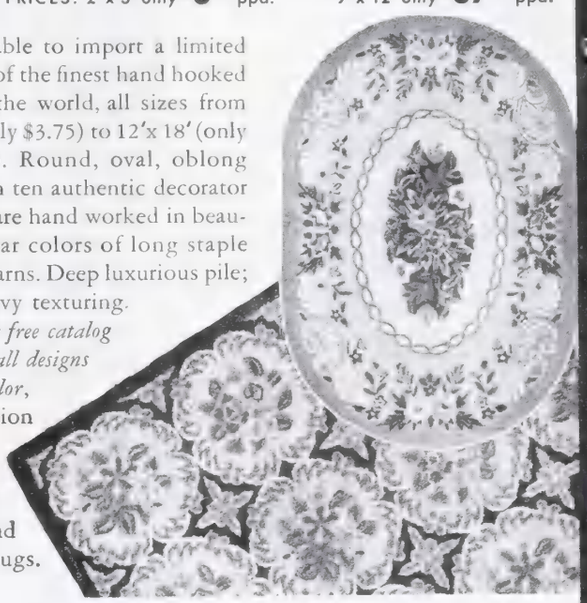
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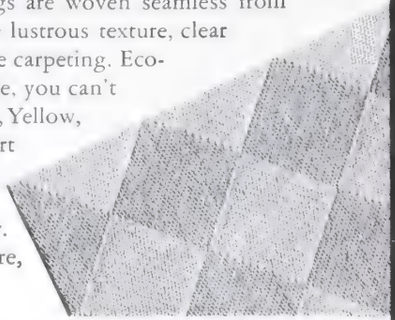
We are able to import a limited number of the finest hand hooked rugs in the world, all sizes from 2′x3′ (only $3.75) to 12′x 18′ (only $143.50). Round, oval, oblong shapes in ten authentic decorator designs are hand worked in beautiful, clear colors of long staple cotton yarns. Deep luxurious pile; rich, heavy texturing. *Write for free catalog showing all designs in full color,* information about money-saving prices and sample rugs.



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These square-patterned rugs are woven seamless from colorfast sisal and have the lustrous texture, clear colors of the most expensive carpeting. Economical, reversible, washable, you can't wear them out. Gray, Beige, Yellow, Green, Off White. We import and sell at lowest prices. Sizes from 2′x3′ to 10′x14′. Send for free color folder. Enclose 50¢ for sample square, specify color.



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A prize for your home! Elegant prisms and drops are hand-cut and hand-polished. Five arms supporting five lights are made of crystal too. For Halls, Dining and Living Rooms.

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height 19" width 18" express charges extra

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Shields against wax drippings to protect tables, floors, etc. Comes with standard 3" diam. and 1" hole to fit any type of candlestick or sconce. Minimum order 6 bobeches. Other styles available.

#012 **59¢** ea.



#041 **49¢** ea. | #010 **29¢** ea. | #042 **39¢** ea. | #040 **59¢** ea.

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Each one has 8 prism rings. 3½" diam. and 1" center hole.



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All prisms are 3¾" overall except Plain and Star Colonials which are 4".

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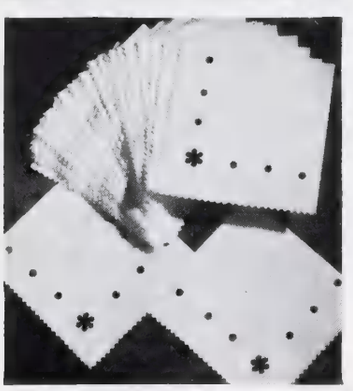
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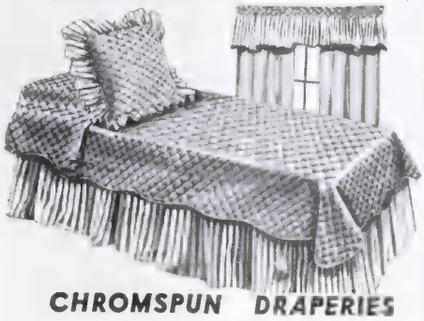
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SEND 25¢ for PHOTOGRAPH CATALOGUE (partly in color) of our decorator-styled bedspreads, coverlets and home fashions. See the fabric-favorites of the season . . . Chromspun, range cloth, chambray, corduroy, denim, chintz, chenille, rayon taffeta, pique and seersucker . . . all moderately priced. Made for standard 39" twin, 54" double and 80" king size beds.



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are sunfast. Ideal for your sun kissed rooms in all solid colors listed on right. Pinch-pleated, 63" long. 5.95, 81" long 6.95. Striped valance 3.95.

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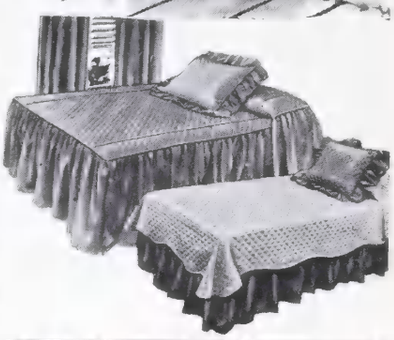
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bedspreads are velvety-soft, practical and smart. Solid colors of hunter green, brown, rust, eggshell, rose, blue, red, grey, aqua or wine. Twin SPREADS 16.95, double 18.95, king size 32.00. Scalloped COVERLETS . . twin 15.95, double 17.95, king size 29.50. Pinch-pleated, draperies . . . 63" long 11.95, 81" long 13.95. Appliqued 12" MONOGRAM, if desired, extra 5.00 (choose a contrasting corduroy color). For a DUST RUFFLE, see other items. Corduroy color samples on request.



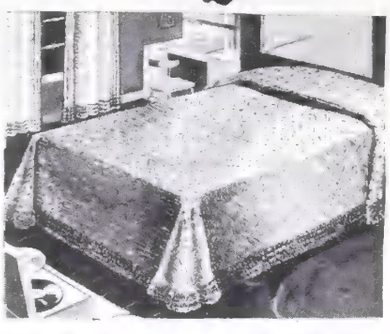
EVERGLAZE CHINTZ
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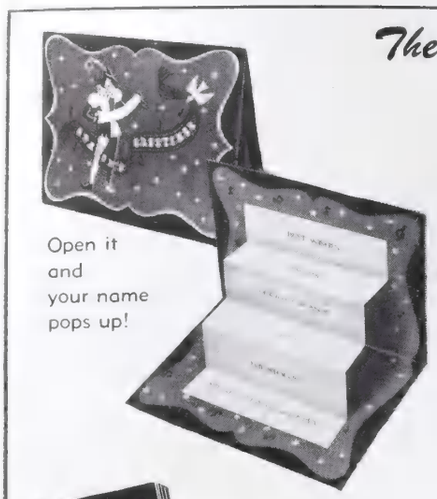
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Service for 8 includes: 8 knives, 8 forks, 8 teaspoons, 8 soup spoons, 8 salad forks, 2 tablespoons, 1 butter knife.

Only $5 Down & $5 a Month

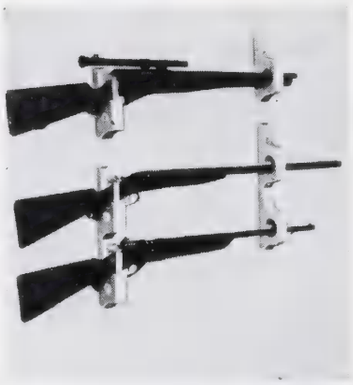
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(Continued on page 30)



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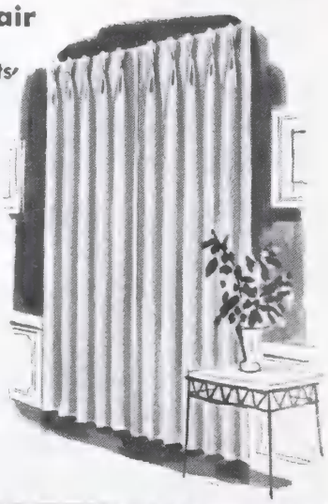
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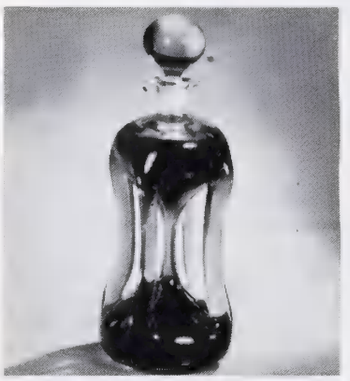
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CONTINUED FROM PAGE 28



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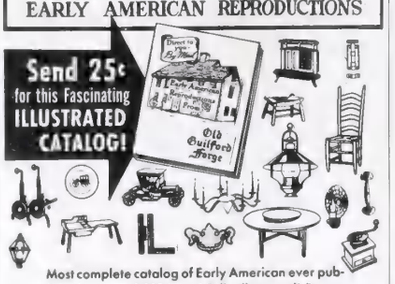
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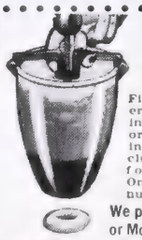
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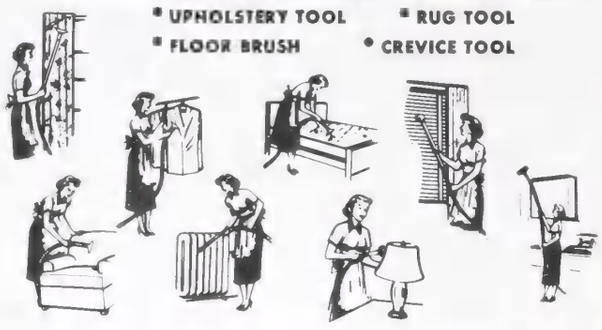
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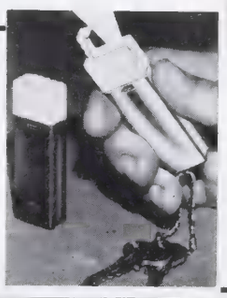
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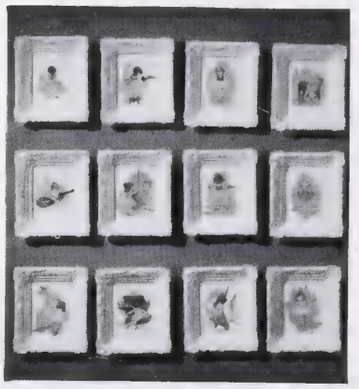
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(Continued on page 37)

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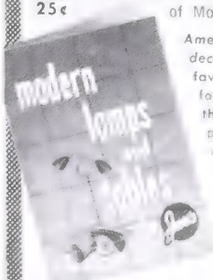
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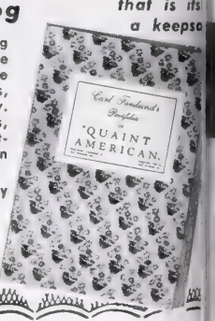
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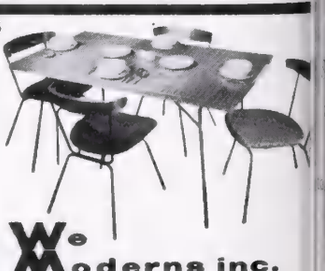
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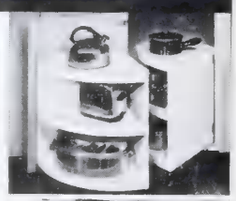


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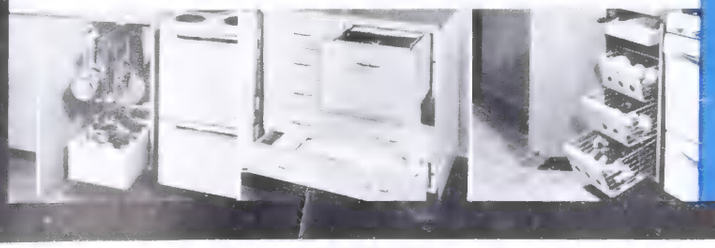
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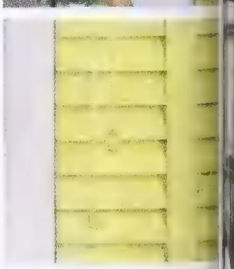
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WINDOW SHOPPING

CONTINUED FROM PAGE 32

N FLASH is the leop- So we found this set kirts, suits, simple cock- s. Brooke Calwallader- the print is pure silk , sizes 24, 26, 28, and 50. The tie is $2; set, shown, 27" square of d silk chiffon in match- n, $5.95. Ppd. Green fts, 1554 Third Ave., 28, N. Y.



YOUR SOLE to a ushiony lining for your like walking on clouds. inner soles are odor- sorbent, almost weight- her words, you hardly have them in your your feet appreciate ence. Order by men's n's shoe sizes. $2.95 the . Albin of California, est 8th St., Los Angeles.



REE FOR DAYS. The Cloth is a real genie h magical silicone that tough, greaseless, in- to wood, metal, glass, orcelain, car surfaces, them dust-free, stain- days. And the Conniver sts and lasts—even several washings. In g, $2 each; $5 for 3. son House, 29 Madison Fargo St., Boston 10.





Grandma called it a "muffineer" . . .

We call it a sugar shaker. You'll love it for sugar and spice—and everything nice—and for topping buttered toast or the morning cereal. When not working, it takes its place with your old glassware.

Your choice of inverted thumbprint or swirl, in cranberry or blue. Price $4.95 each.

Lovely for a Christmas gift. There'll be another charming piece from the same old molds in the October issue.

Be seeing you!

Nelson's

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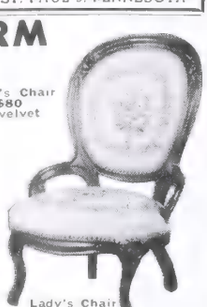
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Gentlemen's Chair, $93 in velvet

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Lady's Chair $80 in velvet



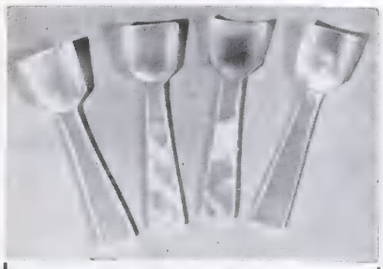
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Lady's Chair in your material, $75; 1¼ yds. 54"

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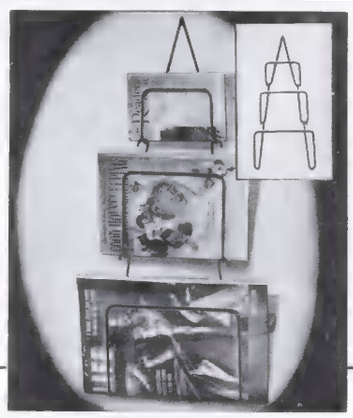


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. . . won't tarnish, won't corrode. What a joy to have them always clean and ready for use. Each is cut out of one piece of imported, sparkling mother-of-pearl, reminiscent of old times. Each is 2½" long. Set of 4 salt spoons, **$3.00** postpaid.

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2 pc. set, only $4.95

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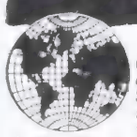
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Around-the-World Shoppers Club

Dept. 836, 24 Treat Place, Newark 2, N. J.

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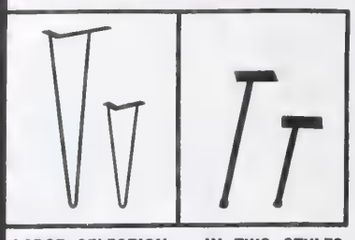
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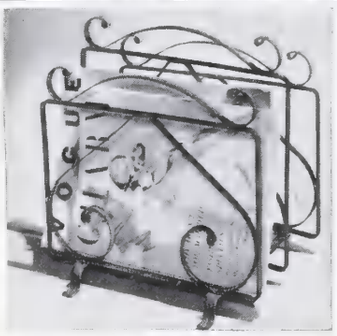
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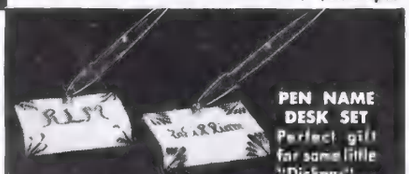


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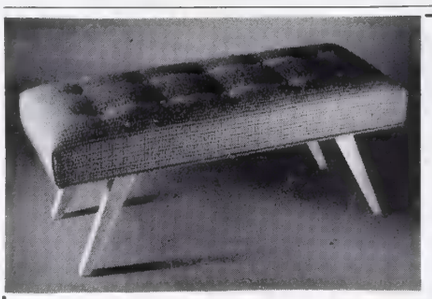
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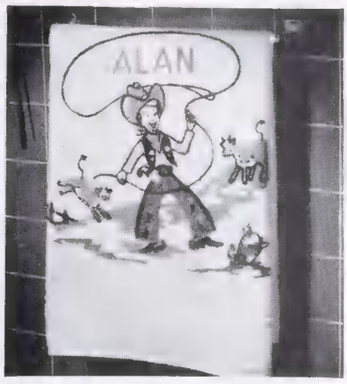
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rubby pals, only to con-
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tury bathroom. But one
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to the parlor. This one
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it spins around on a
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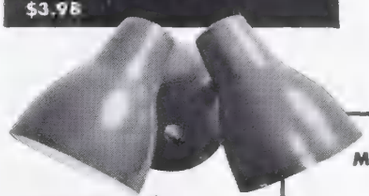
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BEND, SWIVEL TO ANY POSITION!







Back-to-school time — and your youngsters are preparing to spend hour after hour in concentrated study. Brighten those hours with the practical gift of a handsome, functional, modern lamp from Jan's! These versatile new all-metal lamps were ingeniously designed to be used any way! They stand on a desk, pin up or clamp on! They have flexible arms or swivels to throw exactly the right amount of clear, bright light just where it's needed! Their smart, clean, modern lines add gleaming beauty to a college dorm or apartment—add sparkle to your home and office.

All lamps available in 9 Decorator Colors
(chartreuse, red, coral, green, sky blue, gray, white, cream, black)

304. DOUBLE ALL-PURPOSE LAMP: Exactly as #301, but with twice as much light! **$6.98,** plus 75¢ postage and handling.

301. ALL-PURPOSE LAMP: 14" high, with 10" flexible arm in Satin Brass. It stands, hangs or clamps on. Comes with extra clip-on unit. **$3.98,** plus 75¢ postage and handling.

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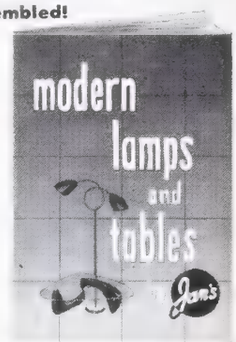
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Please send me the following lamp(s), in color(s) I indicate below: *(All lamps available in your choice of chartreuse, red, coral, green, sky blue, gray, white, cream, black.)*

Lamp No.	How Many	Color	Cost per Lamp (Incl. shipping)	Total
304			@ $7.73	$
301			4.73	
201			4.48	
204			6.73	
T-325			4.73	

Please mark letter "P" after color if Permanent installation desired

☐ I enclose check or money order in amount of $_____, to cover total cost. (N.Y.C. residents, please add 3% Sales Tax.)

☐ Please send me your fascinating Decorator's Catalog, for which I enclose 25¢.

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$5 BY MAIL, POSTPAID

Personal Door Knockers



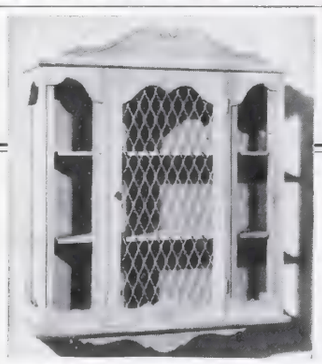
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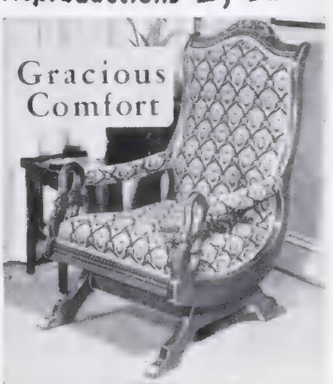
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The Chair Shop

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Plus 35c shipping charge

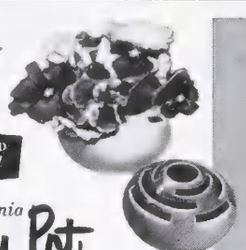
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CARMEL-BY-THE-SEA, CALIFORNIA



WIND OV



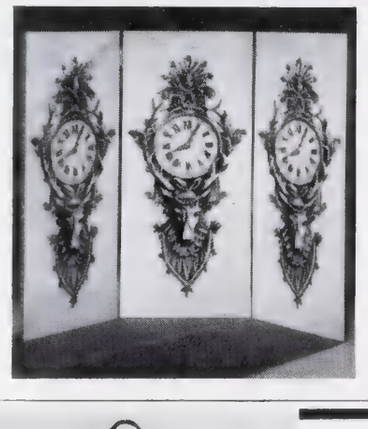
MONOGRAMMED S

Superb shorts of Pima c in either Boxer or Fren ton) back style, and if them to your husband, der if maybe you a mink-coat type. Monogra color. Shorts in white o 30-46. $4.85 the pair embroidered monogra Franklin-Bayer, 630 No igan Ave., Chicago 11.



GOOD ENOUGH T

Italian watermelon plate divine, so much like thing that you'll bite as we did for them! The shape is wonderful for s desserts, for tea-party sa Superbly done in glazed in true watermelon col are plates you have ev to be terribly proud of. $2 each. Add 50¢ posta C. D. Peacock, Inc., Chi



SCREEN STARLET

fectly delightful miniatu measures a surprising and 8½" high. On eac three panels there is re a famous engraving of a Italian clock. The glass face is parchment-color panels are hand-hinged. is gold-stippled. Use it a drop for a sweet flower ment on your TV set. $4 Lord & Taylor, New



decorative

BIRD CAGE WALL PLAN

Brighten any wall with this new, att planter. Delightful bird cage design in metal with bright white ceramic plante and delicate-looking yet sturdy, it's th fect showcase for your plants—the decorative touch for your home. Adds wherever it hangs. 15" high x 12" wide available in gleaming brass with planter. Only **$5.95** postpaid.

Satisfaction Guaranteed—No C.O.D.'s pl

POTTER PRODUCTS P.O. Box Altadena



RAINING BEAU

for a little girl is an eight-r brella that is hand-painted w name and a shower of musica on red, blue, or green rayo there will probably be fi among the male population fourth grade over who's go walk under it with her. With a dotted handle. $3.95 ppd. P Pencil Co., 290-B Dyckma N. Y. C.

HOPPING



HOE HOOKS: 95¢. the most satisfactory 've ever thrown a coat you won't be satisfied than a dozen. In a om they'll get every- he floor from blue jeans r's mitts. They're won- ties. In dull black fin- 3", with pony-shoe nails, ; 6 for $5.50; 12 for tpaid from Horseshoe xington, Mass.



FF IN HEAVEN and big beautiful bath set pecially for you. Mar- t quality is heaped into set of 2 bath towels, wels, 2 washcloths, all ly oversize. Choose azure rcoal, white, bud pink, nut, champagne, silver gold with any color ed monogram. 6-piece 5 ppd. Mosley's, 11 E. n St., Chicago 2, Ill.



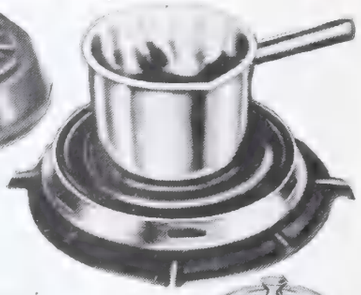
CADDY. This is in- ne buy. It holds both hone and directory, has carrying handle and a riting slide with pencil it for a plug-in or phone, and carry it to room. Sturdily con- f plywood with a ma- maple finish, it's 11¼" 31" high. $8.95 ppd. Company, 608 South Avenue, Chicago 5.



FLAME TAMER Prev Burned or Scorched Foods!

Makes Any Pot a Double Boiler





- **COOKS FOOD WITHOUT STIRRING**
- **FOOD WON'T BURN OR STICK**
- **PREVENTS BOILING OVER**
- **NO SCOURING**

No more danger of foods boiling over or burning, no more messy blackened pots and pans to clean! *Flame Tamer* makes a double boiler out of *any* pot. Just place it under pots and pans—and there's no chance of burning or scorching foods. The steel air-cushion insures the slow steady heat that is the real secret of good cooking. Wonderful for reheating foods without "recooking." Try it—without risk! Only $1.98, delivered—and if not satisfied return it within 10 days for refund. Write for FREE Catalog of Gifts and Gadgets.



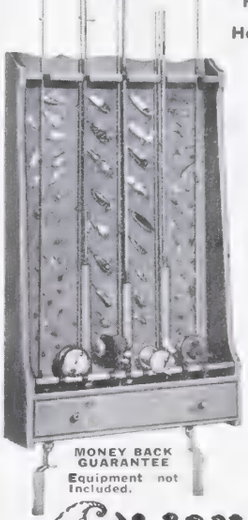
Ideal for reheating foods in china and pyrex containers without breakage.

Mrs. Damar
320 Damar Building
Newark 2, N. J.

Fisherman's Joy

PRETTIEST RACK YOU EVER SAW

Protects *All* His Gear In One Handsome Display



Now, enjoy fishing equipment year round in this wonderful, new show rack. It does everything. Safeguards up to 5 rods, any type or size, in rubber holders. They can't warp, fall out. Shows 5 reels, all types. Neutral gray felt back holds flies, lures, plugs. Hook them in-out in a jiffy. Large accessory drawer. Finely crafted in polished honey-tone knotty pine or mahogany finish. Size 22" x 37".

MONEY BACK GUARANTEE
Equipment not Included.

THE IDEAL FISHERMAN'S GIFT THE ONLY ONE OF ITS KIND.

ONLY **22.50**

Express Chgs. Collect. No C.O.D.'s.

Field House
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No. Conway, New Hampshire



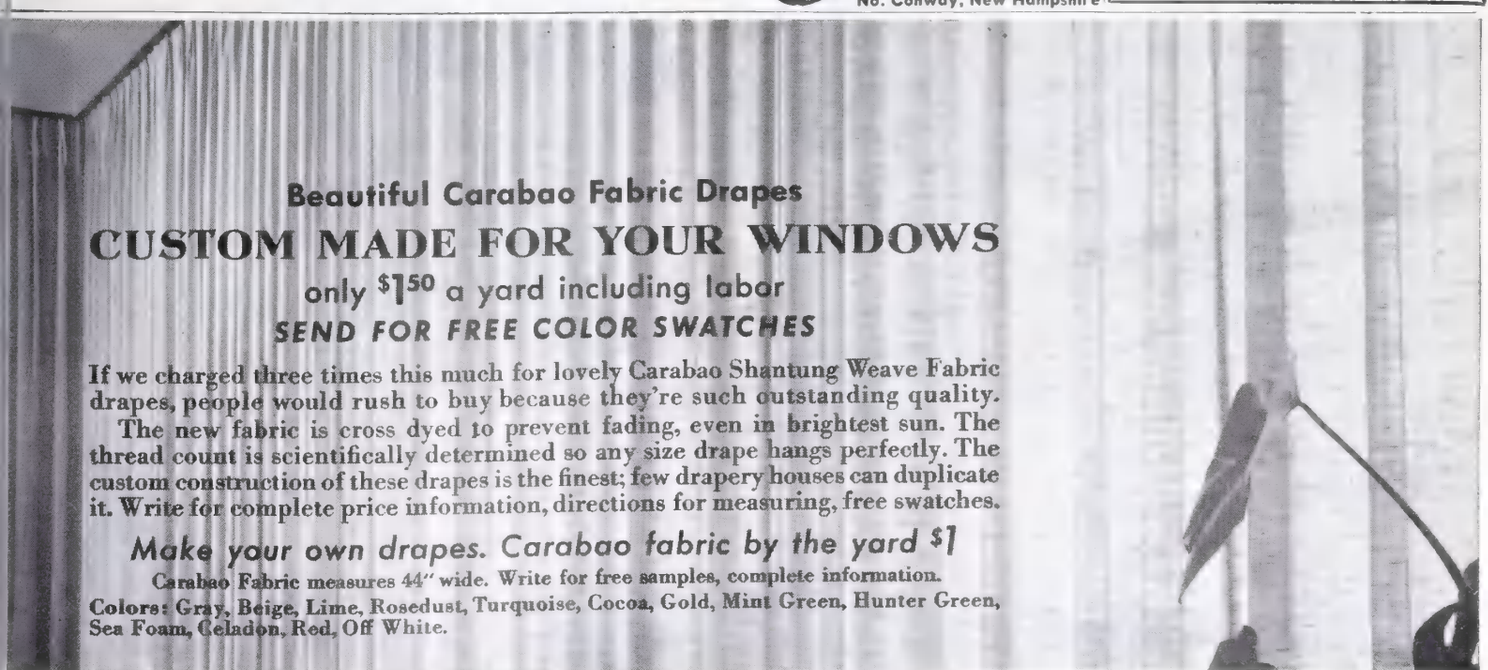
Italian Candelabrum

Imported from Florence, hand-forged, black iron. Dynamic in either traditional or modern settings. Try it with colored candles and let it work its romantic charm. 10" tall, 8¾" wide.

$8.50 each or $15.95 a pair postpaid.

Free Gift Catalog

MURIEL DUNCAN
Haddon Heights 2, N. J.



Beautiful Carabao Fabric Drapes

CUSTOM MADE FOR YOUR WINDOWS

only $1.50 a yard including labor

SEND FOR FREE COLOR SWATCHES

If we charged three times this much for lovely Carabao Shantung Weave Fabric drapes, people would rush to buy because they're such outstanding quality.

The new fabric is cross dyed to prevent fading, even in brightest sun. The thread count is scientifically determined so any size drape hangs perfectly. The custom construction of these drapes is the finest; few drapery houses can duplicate it. Write for complete price information, directions for measuring, free swatches.

Make your own drapes. Carabao fabric by the yard $1

Carabao Fabric measures 44" wide. Write for free samples, complete information.

Colors: Gray, Beige, Lime, Rosedust, Turquoise, Cocoa, Gold, Mint Green, Hunter Green, Sea Foam, Celadon, Red, Off White.

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ACTION AUTOS

Youngsters will never tire of playing with this fleet of realistic cars! Windshield wipers really work, taxi meter clicks, windows go up and down, guns [illegible] in police car, ambulance bell rings! Sturdy heavy gauge steel with rubber tires. Each car is 4" long.

Fleet of 12—$2.95 *postpaid*
Fleet of 8— 1.95 *postpaid*





REVOLVING ANGEL CHIMES

From Sweden comes this enchanting decorative innovation. Heat rising from the burning candles causes the Angels to revolve lightly striking the bells with their wands, to make a gentle tinkling sound. The original and only "Angel Chimes," it differs from others in that (1) It's made of heavy gauge, polished brass instead of copper. (2) It has a tray base to catch possible drippings. (3) It has four candle holders instead of the usual three. (4) It's imported from Sweden. 13" high with four white candles. Just . . .

$2.25 *each postpaid*
2 for 3.95 *postpaid*

IMPORTED ANGEL CHIME CANDLES

Made in Sweden for the Angel Chimes. Hand dipped, smokeless and dripless. 4½" long . . . they come in red or white.

One dozen—.50c *postpaid*
Two dozen—.95c *postpaid*

Please, No C.O.D.'s.
Write for FREE Catalog

BLACK & COMPANY, Inc.
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BIRTH MEMENTO

Very sentimentally yours . . . baby's hospital identification beads . . . to have and to hold. Preserve and display them this lovely, permanent way . . . just send them to us, we'll imbed them in a 3" square lucite paperweight and inscribe baby's full name in gold. Makes a charming little accessory you'll cherish through the years . . . a wonderfully welcome gift for the new Mother!

Just $3.95 postpaid.
Birth dates 50c extra.

Keepsake Shops Union City 64, N. J.

TRES BIEN



Newest, gayest aid to entertaining! Masonite tray features a sophisticated Left Bank still life, has a skid-proof, alcohol-and-heat-resistant surface. Metal guard rail, handles and rubber-tipped legs can easily be detached when you want to use Très Bien as a place mat or centerpiece. Size is a generous 12½" x 19" . . . perfect for lap luncheons, TV snacks, buffet serving.

In Wrought Iron, $4.95 ppd.
(Black design on white tray)
Polished Brass, $5.95 ppd.
(Gold design on black tray)

No C.O.D.'s, please.
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WHITMAN HOUSE Dept. D
521 Fifth Avenue • New York 17, N. Y.



A CHILD LOVES TO EAT FROM *HIS* OWN POTTERY

This 4-piece personalized table set of Old Kentucky stoneware will thrill any child! Youngster's first name hand-painted under glaze and fired-in for permanence on all pieces. Colorfully hand-decorated 9" and 6" plates, 5" bowl, 11-oz. mug. Boxed. *When ordering, print child's name. State if boy or girl design wanted.* Send check or money order. (Sorry—no C.O.D.'s) 4-piece set postpaid in U.S., $6.25.

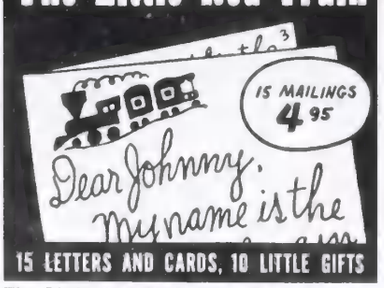
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Authentic Old Kentucky Stoneware

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15 LETTERS AND CARDS, 10 LITTLE GIFTS

The Little Red Train tours the countryside and sends personalized letters about the cities it visits, souvenir postcards and little presents direct to the child . . . one mailing every week for 15 weeks, or every other day for a month. It's fun and educational, too. An unusual and exciting series for children aged 3 to 9. Excellent gift for Birthdays, Holidays or in between. Fine for sick children. If child is not delighted, full purchase price will be refunded. SEND CHECK OR MONEY ORDER—WE DO THE REST.

Include your name, relationship, child's name and address, and frequency of mailing desired

Children's Educational Letters
Fanwood, New Jersey



WINDOV



SERVICE FOR
(knives, forks, and spoo
in this pine wall rack,
serving pieces, salad fo
extra spoons go in the
below. This is a fine idea
in a small apartment, wh
is at a premium, becaus
you a "sterling" wall
and a silver chest all
handsome piece. 12"
$10.95 ppd. Helen G
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gleaming stainless steel
broiler to dinner tabl
clean with steel wool or
powder, come in sizes to
"lone wolf," the honey
the average family, and
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$5.50, 14½" $7.50, 16
and 21" $19. Postpaid.
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made by Wiss, is a fine i
for your sewing table. I
you to make straight,
buttonholes up to 1¼"
creasing the fabric, and
screw regulates and con
length of the cut. You
stitch the buttonhole
cut it afterwards withou
snipping the stitches. $3
from D. Corrado, Inc.
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ONE DOZ. ROSES $1 ppd.

So life-like you'd think they're fresh-cut from the garden . . . so real looking you won't believe they're hand made! Over 700,000 satisfied customers. Gift packed in crush-proof box.

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Wonderful gifts, excellent for hotel rooms, offices, shops, parties, weddings, church decorations. Thousands of uses! Choice of life-like ROSES, DAFFODILS, DAISIES. Specify selection. (Why not order all three?)

Your satisfaction guaranteed or money refunded. Send $1 for each dozen—cash, check or money order. (Postage free.)

Guaranteed by Good Housekeeping — If not as advertised the seal of approval or refund of money

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Beautifying Millions of American Homes Since 1910.



For large dogs . . 28" x 36"
$4.95 POSTPAID
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treated mat on regular bed o
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V. F. GARRETT C
P. O. BOX 1143-21, DALLAS,

HOPPING



OME SEA FOOD, hen get yourself these rks. Tines are stain- Ceramic "seaweed" crowned with differ- s of the deep: lobster, p, clam, oyster, and erful for everything s and shrimp to tuna- and broiled lobster. 6, $5.95 ppd. Berne 1 Martine Ave., White Y.

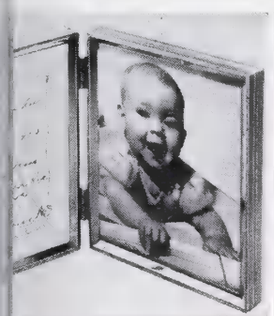


D MEASURE you better than hang this per on your kitchen stellation of measur- hook on the handle: n, teaspoon, ½ tea- ¼ teaspoon. Plant the ivy, or use it as a your rings and watch, for the milkman. Penn. Dutch design, $2.95 plus 25¢ post. se, Princeville, Ill.



AWAY. That's good here's a good sock to Brightly colored wool your parking-meter llgate dimes, loose every motoring need, chain keeps car keys . These are fun for party favors, "thank- $1 ppd. Camalier & 41 Connecticut Ave., ington 6, D. C.





RTH RECORD SET
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one had thought of this when orn? You can originate a per- tificate, precious as an heir- he new arrival. Just copy the nt on the specially prepared arents and attending physician ignatures. Elegant 24K heavily d double frame holds birth hospital picture. **$7.50** ppd.

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LASTING CONCENTRATED COLOGNE
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PERFUME, 2 DRAMS $2.40
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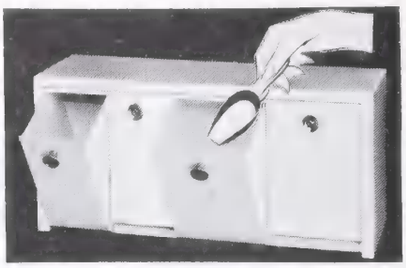
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WHEN IN NEW YORK VISIT THE PERFUME SHOP

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JUST OFF FIFTH AVE. ESTABLISHED 1913

NOW SUGAR, FLOUR etc., ARE ALWAYS HANDY

Beautiful Tilt-Out Storage Bins Open—Close—With One Hand!

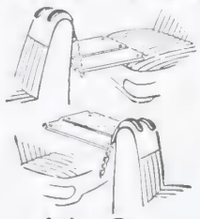
A clever kitchen wife must have designed these slick, removable canisters that tilt in and out, require no lids to fumble with, and in addition give extra usable space on top. Cabinet sits on ■ shelf, or hangs on the wall and needs no "clearance" space. Gives any kitchen the modern "custom-built" look. Gleaming white enamel has chrome knobs; ■ bins hold 5 lbs., 2 bins hold 2 lbs. Wonderful for coffee, tea, flour, sugar, etc. Stands 9⅜" high, with top that is 20" wide ■ 6¾" deep. Only $9.95, plus 50¢ for insured delivery. 10-day money-back guarantee. Send check or money order *today!* Write for FREE Catalog.



MRS. DAMAR 322 Damar Bldg., Newark 2, New Jersey

SAFE AUTO PLAY-DEN

FOR YOUR YOUNGSTER!
Makes Travel With Children a Pleasure!

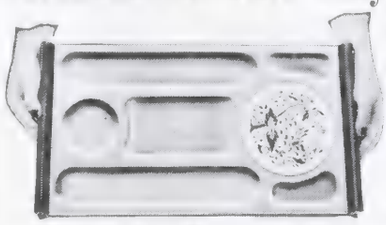


This back-seat blessing turns the rear of your car into a safe play-den and bed for children. Adjusts in height to make a travel desk or table. Telescopes for narrow or full width. Use as crib when you take small fry to drive-in theatres. Sets up or removes in seconds. Only $10.95, delivered. Send cash, check or money order *today!* Full money-back guarantee. And write for FREE Catalog of Gifts & Gadgets.



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325 Damar Bldg.
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Turnabout for "Fare" Play





Clever! Two wonderful ideas rolled into ONE beautiful serving accessory. On one side it's a carving board with removable stainless spikes for holding meats, spoon trough for gravy. Flip over and presto! It's a cheese and hors d'oeuvre server with ceramic cutting surface and little hollows for cheeses, and crackers, hors d'oeuvres, olives, other delicacies. Blond wood with contrasting handles, beautifully finished. 20½" long, 11" wide.

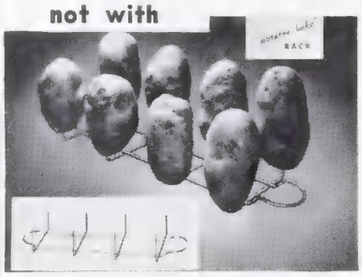
Prepaid; **$10.50**

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Send Check or Money Order. Sorry no C. O. D.

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HOUSE AND GARDEN STORE
524 N. Charles St. • Baltimore 1, Md.

HALF BAKED?

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Yes, this new chrome plated Potato-Bake Rack conducts heat to center for even baking—saves time and gas —no burnt fingers. Holds 8 large potatoes and has many other uses. Sturdily constructed — designed for limited oven space. 4" x 12". Satisfaction guaranteed by Downs & Co.

Only **$1.00** ea. or 2 for **$1.95** postpaid.

Write for free catalog of unusual gifts.

Shop the Armchair Way

DOWNS & CO.
DEPT. 1143, EVANSTON, ILLINOIS

It's free...our fall 1953 magazine for mothers-to-be who want the latest maternity fashions, who want to shop by mail. Send name and address for newest issue.

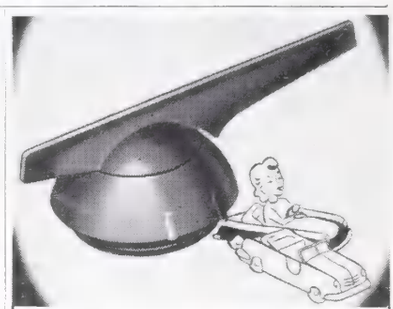


Page Boy

FASHIONS FOR MOTHERS-TO-BE

Example: No. 687-T Jacket. Checked rayon taffeta, black, navy or red. Sizes 10 to 18, $17.95.

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Even She Can Park Right With
Parking Dial

You can't miss—Parallel Parking Dial tells you just when to swing the wheels as you back into a parking space. Makes perfect parking automatic. Attaches to your dash with suction cup. Order No. **GM-5304**. Only **79c** ppd.

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Write Now For Free 104-Page Catalog Of Gift Ideas!

Miles Kimball
33 Algoma Blvd., Oshkosh, Wis.



3-tier Papermatic

Dispense foil, wax paper and paper towels from one handsome, streamlined storage unit! Of durable steel, each compartment has serrated tearing edge. Papermatic measures 4" deep x 11½" high and 12¼" across. In gleaming red, yellow or white enamel. Order Number **HK-5990**—Papermatic, **$3.49**, by mail, postpaid.

Pie and Cake Carrier

Keep a pie and cake fresh for days—tote them to church suppers, parties—all in the **same** storage unit! Of lightweight steel with frosty white finish. Detachable carrying handles. 7½" x 12¼" Order No. **HK-6047**, Pie-Cake Carrier, **$2.95**, ppd.



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"How Can A Dust Cloth Cost $2?"

The lady is talking about *us*. We're the pirates who've put a price of $2 on an ordinary-looking 12" x 18" dust cloth. Our conscience is perfectly clear, however. When you put into a dust cloth what we have, you can ask twice $2. When you can save a woman hours of cleaning time a week, you can name your own price! Our price is $2.

This Conniver Cloth of ours—and we are the only ones in the world who sell it—*is guaranteed to keep dust and dirt from clinging for days at a time to any surface it touches*. You touch it gently on woodwork, furniture, venetian blinds—*any* dust collector—and it applies a tough coat of invisible film that refuses to tolerate dust, dirt and grime. You can't see this coating or feel it. It does not hide, discolor or in any way change the appearance of the finish it covers. Instead it brings out and enhances the original lustre of a lovely finish.

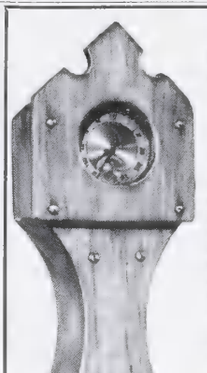
KEEP IT FREE . . .

The secret in this Conniver Cloth is something science calls Silicone. Our cloth is permanently impregnated with the stuff. It cannot wear out. When it soils, rinse it like your nylons. Reader's Digest has raved about it.

WARNING! Keep Conniver away from your husband. He'll appropriate it immediately for his car, because with Conniver Cloth, he'll wash the car with just a wipe. He may even want it for his golf clubs and firearms because one application will keep off rust, grass stains, etc.

If our Conniver Cloth does not do everything we say it will, *you may keep it without* any cost whatsoever to you. We will return your $2 at *once*. Just write us a postcard asking for it.

Order your Conniver Cloth now. $2 each postpaid. Special Introductory Price, 3 cloths for $5 ppd. **Madison House, 29 Madison Bldg., 10 Fargo Street, Boston 10, Mass.**



Use any Pocket Watch to make this Charming GRANDFATHER CLOCK

So dear to your heart is the wonderful old watch that belonged to some dear one in your family. Now a miniature grandfather clock case is yours to hold any pocket watch up to 3" wide. The hand-rubbed pine case is 10½" high with gleaming brass escutcheon pin trim.

$3.95 ppd.

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XMAS GIFT CATALOG In sparkling color available Oct. 1st! send dime NOW!

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SAVE BY MAIL

Huge supplies of SURPLUS and MFR'S CLOSE-OUTS from all over the nation. Tons of FOAM RUBBER ALWAYS PRICED TO SAVE YOU MORE!

AS LOW AS 15¢ sq. ft.



PERFECT CUSHIONING FOR: PATIO FURNITURE • CHAIRS • SOFAS • BEDS • COTS • TRAILERS • TRUCKS • BOATS • CARS • etc.

All stock cut FREE to your dimensions.

SLAB STOCK

Thick	Per sq. ft	Thick	Per sq. ft
1/8"	$ .15	1/2"	$ .50
1/4"	.25	3/4"	.75
3/8"	.38	1"	1.00

CORED STOCK

1"	$1.00	3"	2.60
1-1/2"	1.50	4"	3.00
2"	1.90	4-1/2"	3.20
2-1/2"	2.30		

Also MATTRESSES & pre-formed CUSHIONS in stock.. Write for complete lists & prices.

PILLOWS—Cool, allergy-free Foam Rubber (Shredded) Only **$2.49** ea.

250 Pg. CATALOG Send 25c for handling and postage

50% deposit on C.O.D.'s. Prices F.O.B. Los Angeles

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WINDOW SHOPPING



THE EYES HAVE IT. you can say, "Gosh, I can't this needle," the "Wink" d Whether you're a hand- c chine-sewer, the "Wink" c hold of the thread and wh through the needle's eye jiffy. It works with cotton, si lon, linen or heavy darning Better order several, only $1 ppd. No c.o.d.'s. J. Anderso Jefferson St., Dept. HB, Fr Square, N. Y.



SMALL FRY CHAI even a "dumb-bunny" M can assemble in about 10 m is pure wood fiber. It come step-by-step picture instru no tools needed. With foa ber pad seat, and washabl shrunk red or turquoise it holds 1,000 pounds, yet i enough for a child to car deep, 18" wide, 18" high, ppd. Dallas Smith Co., Dutch Broadway, Elmont,



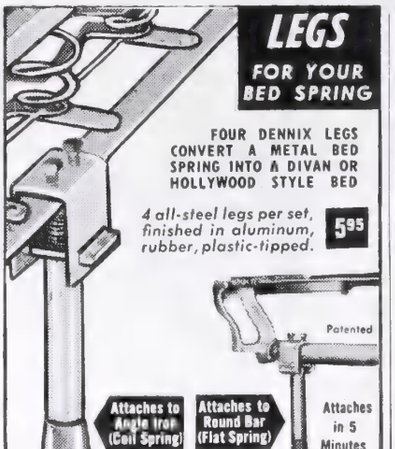
IT DRIES TO A S in 10 seconds, this amazing plastic Spra-On-Shine for And you can throw away dirty polishing cloths, brushes. Just hold the can 12 inches from your shoes, button on top, and in 10 s you have a mirror-like glo should outlast regular poli 1. Can contains 100 wate shines. $1.95 ppd. Huss 100 W. Chicago Ave., Chic

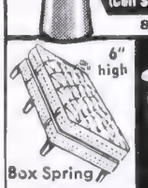
(*Continued on page* 49)

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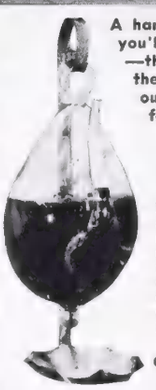
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Edward D. Stone

Noted architect Stone draws a spectacular performance from clay tile in this uniquely modern bathroom design. Imagine the same performance in your home! Your bathroom—modest or spacious—can sparkle with the same permanent clay tile beauty.

The roomy lavatory counter tops you see above can be adapted readily to single or dual sinks. Whether your preference is stall shower, tub or luxurious tub-plunge like the one illustrated, clay tile is the practical and permanent answer to any shower or tub area.

When it comes to bathroom floors—no wax, waterproof, scuff-proof, dent-proof clay tile is always the wisest choice! And, of course, clay tile walls and wainscot will always hold cleaning chores to a minimum.

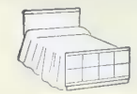
For a new bath or a remodeled one, work out your own individual design with your nearest clay tile contractor or architect. Ask him to show you the wide range of decorator hues available now in lustrous glazes and muted color tones.

Get clay tile remodelling and new construction ideas from colorful brochure "Tile . . . For a More Beautiful Home" plus a full color folder on ideas used in the Edward Stone bath design. Both for 10¢. Write to Tile Council of America, Dept. A, Room 3401, 10 East 40th St., N. Y. 16, N. Y., or Room 433, 727 West Seventh St., Los Angeles, California.

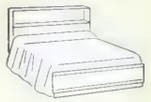
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WINDOW SHOPPING

CONTINUED FROM PAGE 44

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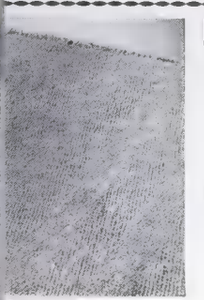


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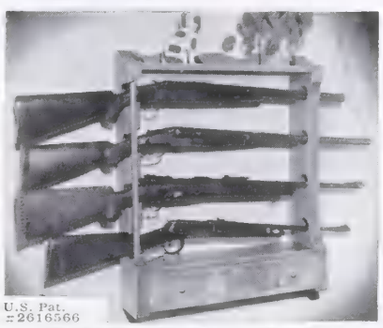
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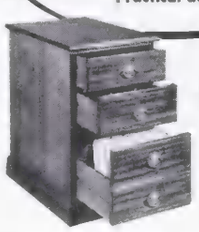
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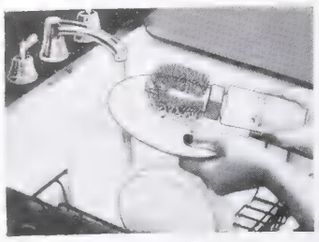
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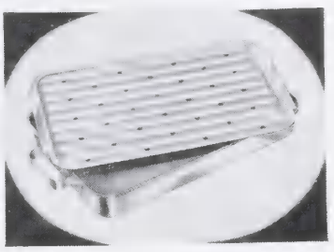


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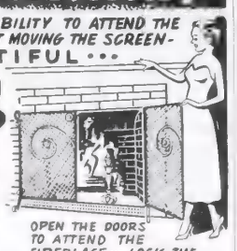
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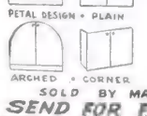
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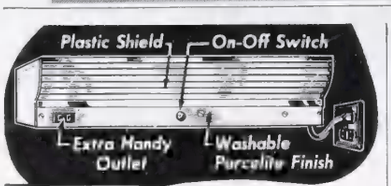
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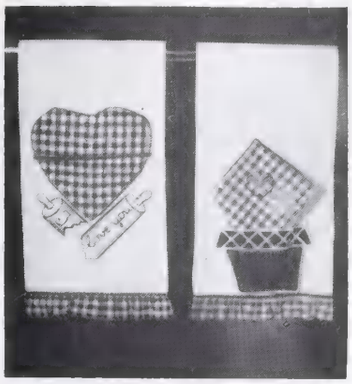
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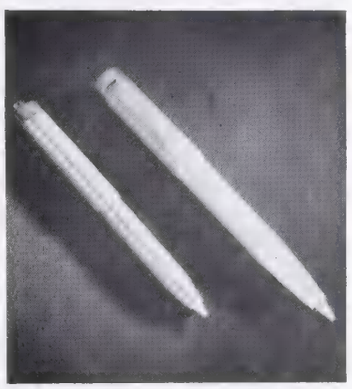
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Dept. HBE
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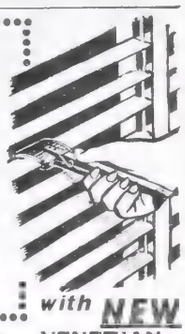
BLACK MAGIC *Mailbox*

Handsomely designed, this stylish town or country mailbox will lend distinction to your doorway. Made of black open work metal, it has a solid cover for weather-protection, and metal arm for newspapers and magazines. 11" end-to-end. **$3.95**

Send check or money order. POSTPAID We pay postage. No C.O.D.'s, please.
Send for new FALL CATALOG!

The SACTILOS WORKSHOP
DEPT. HB-93
LITTLE EAST NECK ROAD
BABYLON, N.Y.

WASH, WAX, and POLISH Venetian BLINDS IN 1 FAST EASY OPERATION



with NEW **JIFFEE** VENETIAN BLIND CLEANER with APPLICATOR



You get scientifically designed applicator with easy gliding felt pads that clean top and bottom AT SAME TIME (2 styles: curved for metal blinds—straight for wood slats). PLUS highly concentrated JIFFEE PASTE, with exclusive, self-polishing, harmless waxes & detergents, the result of years of research . . . CLEANS, POLISHES, WAXES, ALL AT ONCE. (Jar of JIFFEE PASTE makes 3 gal. solution).

$1.95 ppd. Paste Refills 79c ea.

Send check, or money order, shipment prepaid. INDICATE STRAIGHT OR CURVED BLINDS. SATISFACTION GUARANTEED or MONEY BACK.

BERK'S of Hempstead, 32 Cathedral Ave., Hempstead, L.I.

Add Charm And Grace To Your Home



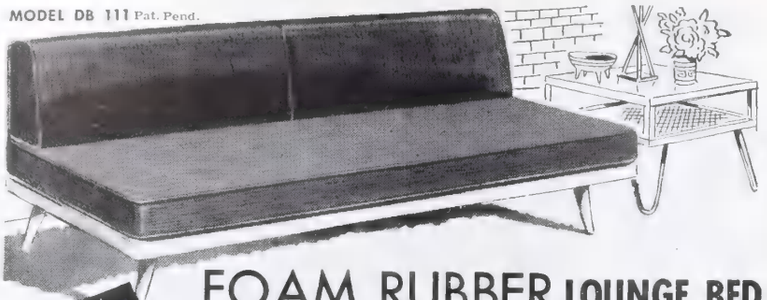
Hand blown Candylbeme Bulbs transform every gathering into gay and glamorous event with shimmering, romantic candle light. Crystal sparkles with dancing flames—every surface shines with mellow cheer. Any room is lovelier, more beautiful.
Immediate Delivery!

Candelabra Base Bulbs, each: Clear 50c. Frosted 55c. Standard Base Bulbs, each: Clear 60c, Frosted 65c. Adaptors to convert Candelabra Base Bulbs to fit Standard socket, 20c each. Add 7½% excise tax, bulbs only. Minimum order 6.

Bulbs are 3½" high

Send 25¢ for beautiful lamp & fixture catalog

Butler-Kohaus, Inc.
3023 OLIVE ST. ST. LOUIS, 3, MO.



made with nosag 2 springs 2

Guaranteed by Good Housekeeping

FOAM RUBBER LOUNGE BED

We shopped . . . and we know! You'll find this value hard to beat anywhere! Handsome 75" x 30" settee by day, lovely bed at night. Natural birch frame, NO-SAG springs, 100% pure white latex foam rubber mattress and foam rubber bolsters give *lasting* comfort! Available in red, green, brown or gray denim with handy zipper for easy removal. Other colors available in a great variety of fine fabrics at slightly higher cost. Back support for using lounge and bed away from wall $15.00

ONLY **$114.95** IN DENIM

MAIL ORDERS shipped all over the U. S., express collect. **Over 40 MODELS** of Show Wood, Wrought Iron, and Upholstered Sofa Beds.

Write for FREE price list. Send 10¢ for our Illustrated Catalogue

FOAM RUBBER MATTRESSES

30 x 75 . . . . . $39.95
33 x 75 . . . . . $44.95
36 x 75 . . . . . $47.95
39 x 75 . . . . . $49.95
54 x 75 . . . . . $65.95

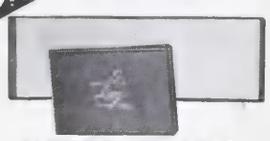
4-4½ inch pure white latex 100% foam rubber. Other sizes . . . prices on request.

"if it's foam rubber...we have it!"

FOAM RUBBER Center

7-9 East 20th Street, New York 3, N. Y.
between Broadway & 5th Ave.
FOAM RUBBER CENTER BUILDING
Detroit • Philadelphia • Washington, D. C.

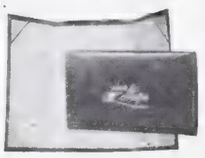
Gifts TO MAKE TRAVEL EASY!



MOTORING LOG

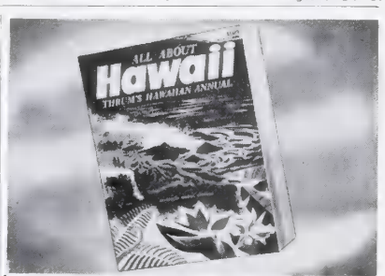
Keep records of each trip's dates, mileage, routes, costs, etc., so you won't forget. Spirally bound flexible leatherette, 8¼" x 5½" with 80 ruled entry pages. Only **$1.00** prepaid. . . . (In sheepskin leather, **$2.50**).

MAP CASE



Conveniently holds road maps to show day's route for quick, easy reference. Has pocket for extra maps and Motoring Log described above. Size 10" x 5¾", to fit any glove compartment. In leatherette, only **$1.50** prepaid. (In genuine sheepskin, **$3.50**.)

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KELLOGG GIFT CATALOG
(Scores of Unusual Items)
ROBERT W. KELLOGG CO.
67 Hillman Street, Springfield, Mass.



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END GARBAGE-CAN NUISANCE

Indoors and Out

If you have a garbage pail that attracts flies, ants—possibly dogs, cats, rats—or perhaps even maggots (!)—you should learn about SAN-A-LIZER. It is a harmless cake that fastens inside the lid of your garbage pail without tools in a few seconds. SAN-A-LIZER keeps the pests away and most important, completely deodorizes. Send $1.10 for a years supply (four cakes.) It's noninjurious to pets and children. Postpaid. Money-back guarantee.

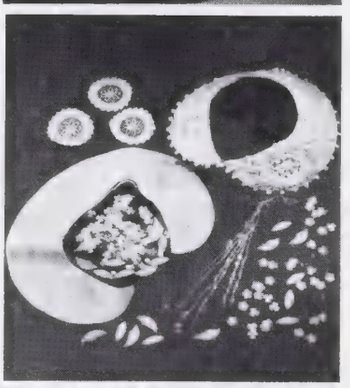
SAN-A-LIZER CORPORATION
Dept. B 3053 Rosslyn St.
Los Angeles 65, California



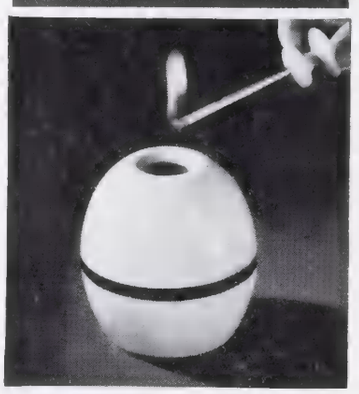
WINDOW



TEA-RIFFIC TEA
September is the golden when the sun shines hot a breeze blows cool and a tea, come four o'clock, is viving as was a plunge lake last July. This 4-cup stone pot, with its own and candle, is a copy of Dutch design. $3.25 ppd. Phillips, Carpentersville, I



COCKTAIL COLLAR.
ing as a second glance, is lighted with white, white, glitter. And you make it y for a fraction of the cost ing one. Faille Peter Pan comes with design stamped and all the pearls, bugle organdy medallions, and cent petals that you will Gorgeous on dark dresses. ppd. Breck's, 412 Breck Boston 10.



LIGHTNING BUG. An vation in the lighter wo this English-made "Fla Flintless" table lighter. It ates on six small batterie asbestos wick, and no pa wear out. The fluid goes in base and you pull the p to get an instant flame. Ba last a year. $15 ppd. Se extra batteries. $1 ppd. Da Ehrlich Co., 207 Washingt Boston 8, Mass.



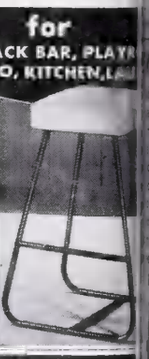
modern stools for TV, SNACK BAR, PLAY PATIO, KITCHEN, L

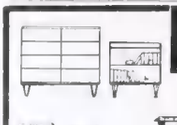
Smart black tubular steel with carefree plastic seats . . . perfect to use anywhere, indoors or out! Lightweight, wonderfully sturdy, they have cushioned tops (for extra comfort) in gay, washable Vinylite—Red, Green or Yellow. Seat 11½" x 11½", seat height 24".

$4.95 each **$3.95 each**

Shipping charges collect. Sorry, no C.O.D.'s.
MONEY BACK GUARANTEE!

Manor House
Dept. B HUNTINGTON, WEST VIRGINIA





BUILD-IT-YOURSELF with WROUGHT IRON or BRIGHT-BRASS

Create individualized furniture. Fasten these brass plated steel any wood surface or use the wrought iron legs supplied in matte Red, Green, Blue, White and Yellow. All legs are welded at an tive 12° splay. ½" diameter except the 6", 12" and 16" three pro which are in ⅜". Rust proof, durable, sturdy. Prices are for f including screws. Freight prepaid. No COD's please.



	V Leg		2 Prong		3 Prong		Sing	
Ht. Leg	Brass	Wrought Iron	Brass	Wrought Iron	Brass	Wrought Iron	Brass	W
6"	$7.45	$4.95	$7.45	$4.95	$8.65	$6.15	$6.45	
12"	8.45	5.95	8.45	5.95	9.00	6.50	7.25	
16"	9.25	6.75	9.25	6.75	10.00	7.50	8.25	
22"	•	7.95	•	7.95	•	9.95	•	
28"	•	11.95	•	11.95	•	13.95	•	

IRONMASTERS, INC.
Box 87, Dept. H12, Corona, L.I., N.Y.

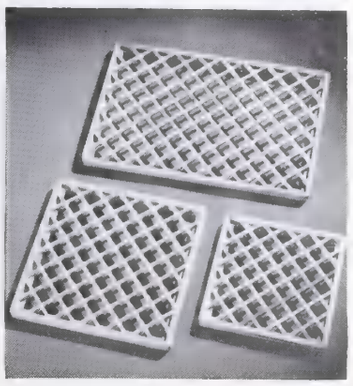
SHOPPING



Y BELOVED. That's 'll be when you present nter-husband with this ouck pin-up lamp for his fice. But there might be when your youngest n sees it, so better get is room, too. The metal a flocked, deer-like cov- nounted on a 9¼" x 8" ogany shield. With tan $11.95 ppd. Jeredith Box 130, Nyack, N. Y.



SH TRIVETS, hand- their uncluttered sim- re styled with a forth- tionalism that has made leader in modern de- ural wood with lattice- faces, they come in 3 old everything from a to turkey platter. 6¾" .90; 8½" square, $2.80; ½", $3.50. Ppd. and we m at Georg Jensen, 667 nue, New York 22, N. Y.



OUCH OF YOUR o these door knobs will ve the exquisiteness of oges-type beauty. Exact the ones used in the Marie Antoinette, they ted porcelain with mul- ral bouquets on white, reen backgrounds. With brass fittings and 24k- $3.75 per pair; set of 9.95. Ppd. Seth & Jed, lborough, Mass.

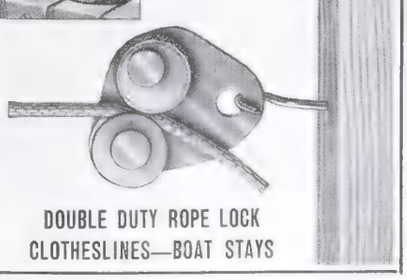


TITE CLOTHESLINE HOLDER

ely does away with the knot! onary spring action triggers d of line so it locks tight yet instantly and easily. Elimi- ur saggy clothesline troubles, ty on boat stays and tent o. Used on rope or wire in ather. Rustproof zinc plated y steel. Satisfaction guaran- 3¢ a pair, 3 pair for $2.74, or $4.98. Postage paid.

CLIFFORD'S
303 Republic Building
n St., Milwaukee 3, Wisconsin





DOUBLE DUTY ROPE LOCK CLOTHESLINES—BOAT STAYS

! SPICENETTE SPICE & UTILITY CABINET



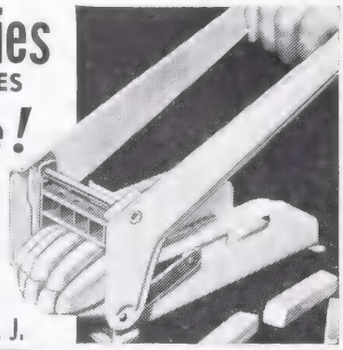
Keep your spices at your finger tips . . . completely enclosed & dust-free. Hanging cabinet is white enamel baked on heavy gauge steel . . . milk white sliding doors are corrugated plastic, translucent and unbreakable. Good in the bathroom, too, for overflow supplies or your man's shaving gear. All 4" deep, 5¾" high.

36" long, $6.98 24" long, $4.98 18" long, $3.98

No C.O.D.'s All prices postpaid
Plus 50c West of Miss.

Exclusive With **MARBRITE CO.** P.O. Box 36, Queens Village 1, N. Y.

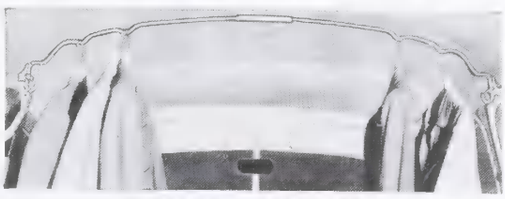
Cuts 25 French Fries
OR 49 SHOESTRING POTATOES
In One Stroke!



Just insert whole potato, press handle, *presto!*—out come 25 French Fries OR 49 Shoestrings all ready for cooking. Just as handy for making carrot sticks, dicing other foods and salads! Precision made—the *only* one manufactured in the U.S. Stainless-steel sharpened blades are interchangeable. French Fry Cutter, only $2.98 delivered. Blade for cutting Shoestring Potatoes, $1.00 extra. Full money-back guarantee.

MRS. DAMAR, 323 Damar Bldg., Newark 2, N. J.

AUTO CLOTHES RACK PREVENTS WRINKLES
—Holds Up To 32 Garments FULL LENGTH!

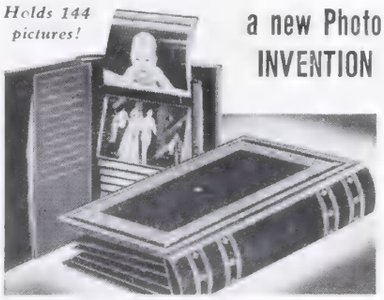


Save cleaning and pressing—end packing troubles on trips. *Hang-All* is easily installed in any car. Fits flush with roof of your car—above doors or windows. Does not obstruct rear-view vision or use of doors and windows. Instantly detachable. Handsome nickel-plated steel rack supports up to 100 lbs. Only $3.98, delivered. Send cash, check or money order today! Money-back guarantee. Write for *free* Catalog of Gifts & Gadgets.

DAMAR COMPANY
324 Damar Building **Newark 2, N. J.**

Holds 144 pictures!

a new Photo INVENTION



This remarkable album holds 144 pictures; just slip into the clear acetate pockets; no pasting. Permanently protects against wrinkling, soiling, loss. Richly gold-tooled plastic leather; looks like $50 library volume. Complete $3.95 (plus 25¢ post.). Extra pockets to double capacity, $1.

hilarious 3-dimension Cocker



This wacky, long-haired dog makes sheep's eyes at you from his shadow-box frame. His button nose pokes into the room; his long hair drapes over the front. Fun for a bachelor's bar, a gay lady's dressing room, a child's bedroom. 10 inches square, in black or white yarn. $6.95 each, plus 25¢ post.

MARKET COMBERS *(Send for free catalog)*
Box 3282-F, Atlanta, Georgia (Dept. 2J)



Genuine REDWOOD LANTERN and POST

Useful charm and beauty at a money-saving price!

Complete lantern and 8-foot post—3½-inches square—of grade A Lifetime Redwood that never needs painting. Comes wired, ready for quick assembly (screws furnished). Just connect to underground wire cable through hole already drilled in base of post, set post 2 feet in ground, and insert bulb. Big 14½-inch by 9-inch lantern has heavy glass panels and decorative frosted-glass chimney. A real value—sent prepaid for only $19.95. **MONEY BACK IF NOT FULLY SATISFIED.**

NEW BUMPER STRIP STOPS NIGHTTIME COLLISIONS!



NEW "LITE-A-BUMPER" TAPE, made with genuine "Scotchlite" Reflective Sheeting, can save your life! Surfaced with thousands of tiny glass beads, it reflects headlights of oncoming cars . . . flashes a brilliant, can't-be-ignored warning of your car's presence. Up to quarter-of-a-mile visibility on darkest nights. Apply it yourself (sticks at a touch, goes on like tape), it's a light that *never fails!*

SEND $1.00 today for postpaid 5-foot strip of new "LITE-A-BUMPER" Tape

3M Company, Box 661, Minneapolis, Minn.
Check color desired
☐ red for back bumper
☐ silver for front bumper

Name.....
Address.....
City.....*Zone*....*State*.....

NEW easier, cleaner way to BURN TRASH



New tougher, longer-lasting ALUMINIZED STEEL FINISH

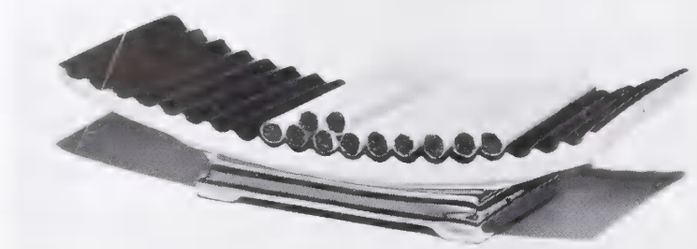
Built *round* for extra strength and efficiency. New *aluminized steel* finish (not just a paint or enamel) resists rust longer. Special cone-shaped dome with perforated sheet-steel outlet controls flames, traps fly-ash and sparks, insures safe, cleaner burning. Air-intake vents test-proved for best combustion. Nothing to get out of order . . . needs no watching . . . won't blow over. Raised grille in base is of heavy steel rods, for long life. Holds 2 bushels, yet only 18" in diameter, 34" high. Only $12.95 prepaid. (13.95 West of Rockies.)

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Shawnee Industries, Inc.
1157 Cleveland Avenue
Columbus 3, Ohio



A new approach—cigarettes on the rack— fashioned of a fine French porcelain in black and white with a golden base—perfect accent colors for every color combination. So strikingly effective on a modern coffee table, or for serving cigarettes at dinner. A wonderful gift idea, because it's so versatile! Ours alone, 10.00

Lord & Taylor—424 Fifth Avenue, New York 18, New York



ONLY A ROSE

In Centerpiece Setting

. . . gives your table warmth and a glow of charm. Lovely ceramic centerpiece tric features hand-formed roses with delicately shaped leaves. Available in pink, yellow or chartreuse. Center rose—$4.00; matching holders—$4.00 pr. The three pc. set—$7.95 ppd.; candles not incl.

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Write for new color catalog

TRI-TIX, INC.

P. O. Box 117, Port Washington, Wisc.

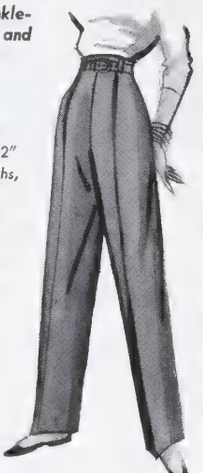
Sized-to-your-height TRIMFIT SLACKS

in spot and wrinkle-resistant acetate and rayon gabardine

$3.98 *for misses and women*

Waist sizes 24" to 32"

3 proportioned lengths, short, average, tall

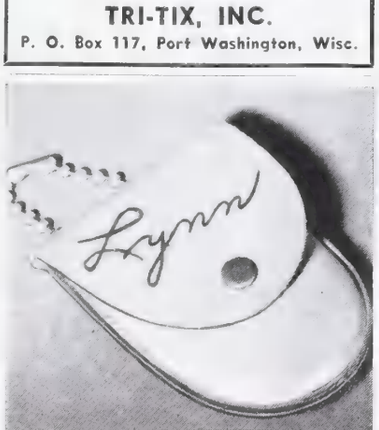


- ★ Stitched crease saves pressing.
- ★ Snugtex waistband holds blouses neatly.
- ★ Two trouser pockets.
- ★ Self belt included.

Black, Navy, Dark Green or Grey. Give waist size and height when ordering.

Gilchrist's BOX 663 BOSTON 2, MASS.

Outside Mass. add 25¢ postage



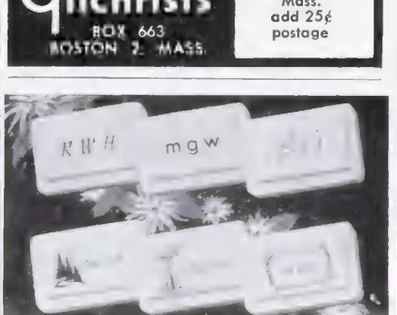
CHILD'S "TAG-ALONG" PURSE

WITH NAME BRANDED ON

No "losers-weepers" when the attractive "Tag-Along" purse totes change and bus tokens. Fastens to belt, buttonhole or suspenders. Opens and closes easily without detaching. Genuine sheepskin in natural tan or red, with beaded chain. Personalized with first name permanently branded on. Popular with teen-agers too. *When ordering, please specify color, and PRINT name to be put on purse. Boxed, if requested. Sorry, no C. O. D.'s.* $1.00 *postpaid.*

Evelyn Dinsmore

1513 Queen Lane, Lancaster, Pa.



The Design Lasts on this Lovely French Milled Gift Soap

For any occasion, give this lovely Personalized Soap. Your choice of names, initials or designs in green, blue, red, maroon, brown or black—on white jasmine or cologne, pink apple blossom, yellow sandalwood, blue rose, green pine or tan carnation soap. Hand cakes, 6 for $3.75 or $6.50 doz., all same design. Giant Bath cakes, 2 for $3.75. Round Shower bar with cord, $3.25. Deluxe box—3 Hand, 1 Bath and 1 Shower, $7.00. Beautifully packaged and extra-wrapped with colorful sleeve that serves as a self-card. Prices include mailing. Specify design, initials or name, color soap and imprint. Ask for new catalog B-53.

the "original" Personalized Soap

Katherine Gray OF COLORADO

P. O. BOX 136 COLORADO SPRINGS

OUR CATALOG, FREE!



WIND O



ELEGANCE ON T

If you can resist these the corn-on-the-cobber you are. Individual cera are astounding duplica ears of corn. Set of 8 them you will, of co the ceramic corn-hand spreader. Set of 8, Carole Stupell, 507 Ave., New York 22.



THE LOVELY PA BRASS, as warming i ly room as afternoon s October, is beautifu lighted in this 5-branc brum. Made of solid br high with a 13½" sp an exact reproduction Early-American desig ppd. Art Colony Ind University Place, New



FROM BEDLAM LAMB, that's your litt when she has this mu to lull her into the la The pink one (for course) has a little pi on the base, and when it, it plays Brahms' Hand-painted hard woo lamp in blue for boys, low, $9.98. Without mu Ppd. Beaumond Distrib Lexington Ave., New

FREE GIFT CATALOG

Our latest shopping guide! An intriguing selection of distinctive unusual, practical gifts from all over the world.



Johnny Appleseed's

Box 710 BEVERLY, MASS.

For Casual Smartness

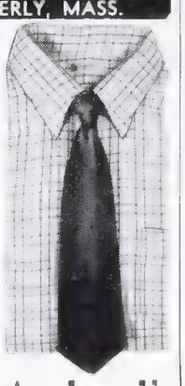
TATTERSALL SHIRT, CAPE COD TIE

Always popular, always correct, this red-black Tattersall shirt has a button down roll collar, a center pleat in back and barrell cuffs. Woven from washable brushed flannel. Neck sizes range from 14½ to 16½; sleeve lengths from 32" to 35".

$7.50 ppd.

Famous all wool Cape Cod ties are available in any solid color.

$1.50 ppd.



Johnny Appleseed's

Box 710, Beverly, Mass.

from Scotla TO YO

Fine clothing of beautiful wear-resi Tweed woolens tailored to your meas Britain by "Sartor". Suits, overco sports coats and trousers—man tailo Tailored suits and coats for wom ments also available in lighter weig English tweeds.

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Use it whenever you
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Your Own Name

We will write a warm, sincere verse with the initials spelling your name, as "THE MASONS" is spelled downward by the verse pictured. There's room for up to 21 lines (besides those spelling "THE"). Last two lines call attention to initials spelling your name. Address (or, if you prefer, "Christmas 1953") is on cover. Entire Card plastic-embossed in raised silver on velvety deep-blue paper, 5½" x 4¼" French-folded.

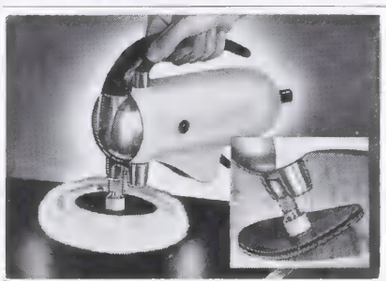
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IDEAL FOR SLICING:

- Cooked Fruits
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- Eggs
- Cheese
- Butter



PROFESSIONAL "Almond Stick"

MAKES FURNITURE SCRATCHES DISAPPEAR

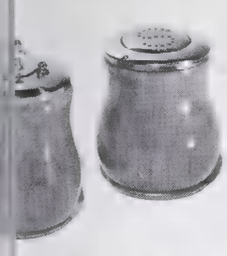
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Mill 2¾ in. Salt Shaker 2 in.
meals with pepper at its best
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$14.50 freight collect



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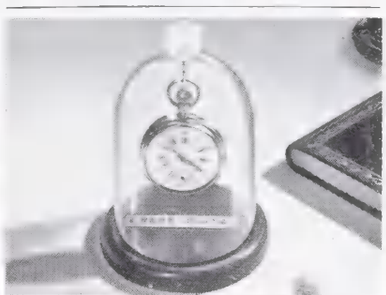
Remake your own furniture, just use screw driver. Styling by our master craftsmen in graceful ⅜" or ½" thickness complete with screws. Modernize your TV table, coffee or telephone table. Legs can be refinished with lacquer by you in any color to match your decor.



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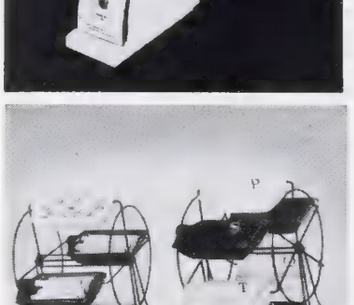
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shortening by the cup
don't need a regular m
cup. The third needle is
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to 3½ kilos by 50-gra
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red, yellow, or white boo
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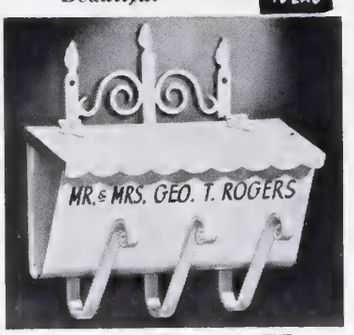


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(*Continued on page*

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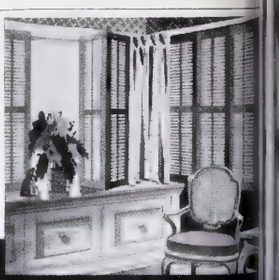
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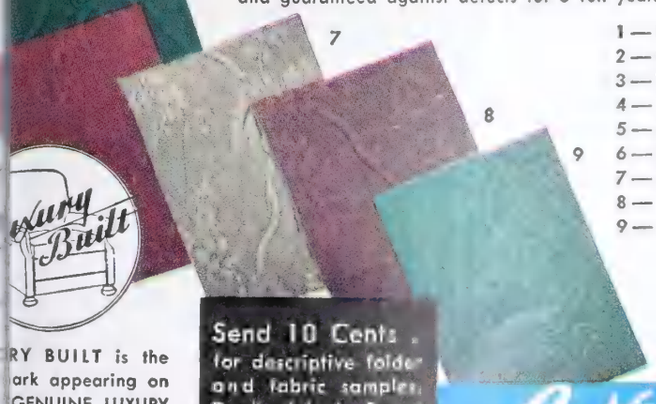
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Model No. 311 — Available in Brown or Blond Mahogany, Cherry and Maple.

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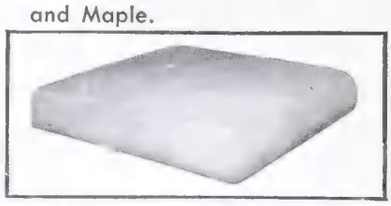
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MAKE A HOUSE A HOME



WINDOW SHOPPING

CONTINUED FROM PAGE 56

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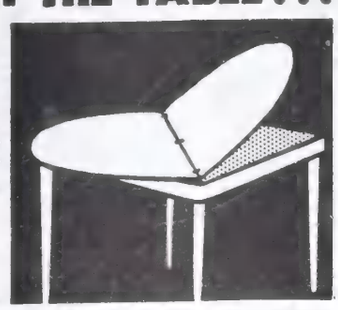
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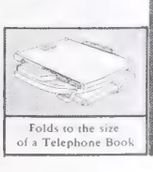


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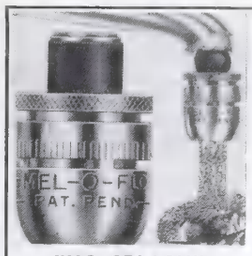
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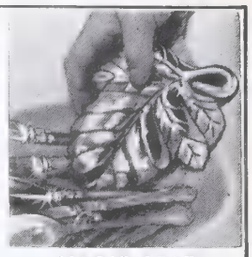


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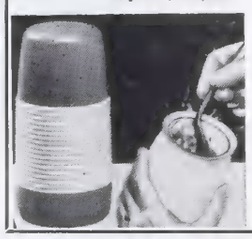
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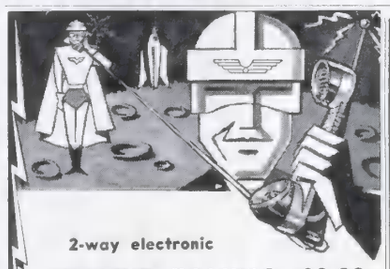
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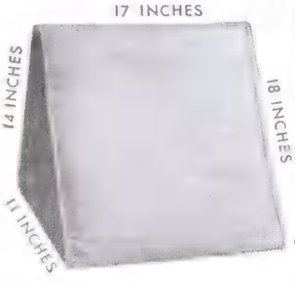
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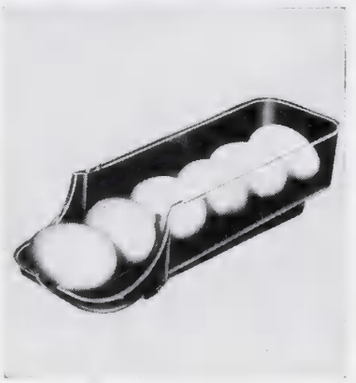
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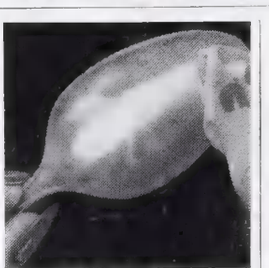


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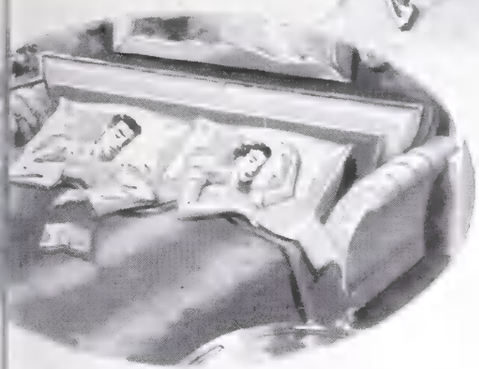
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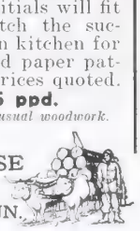


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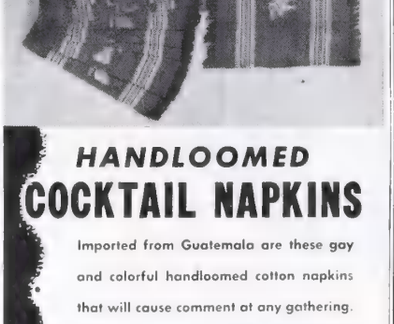
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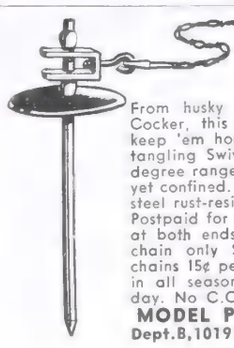
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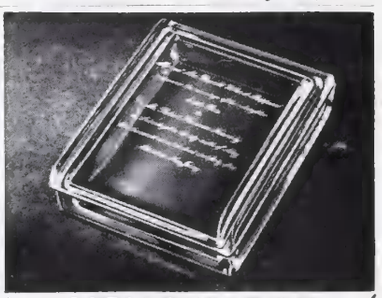
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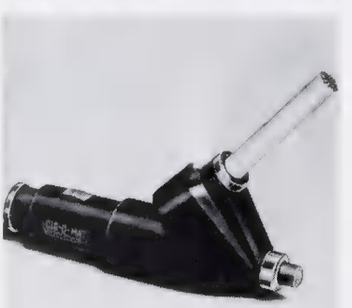




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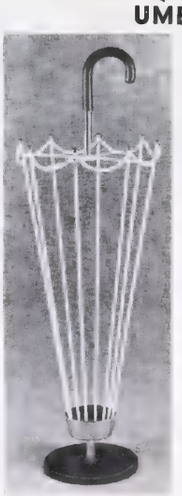


New clothes hamper fits behind door

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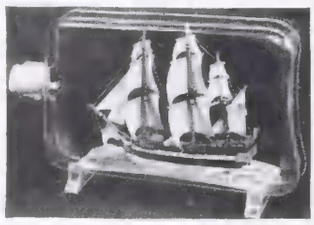


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Her own individual scents—and she creates them herself! (Instead of dipping into yours!) Kit contains a large flask of perfume base, 8 miniature bottles, 5 vials of delightful boquets, funnel and perfume dropper, plus 96 clever bottle labels with such intriguing names as Bear Hug, Power Dive and Boing! With full instructions. Order No. **TG-6435**-Perfume Kit, **$3.**

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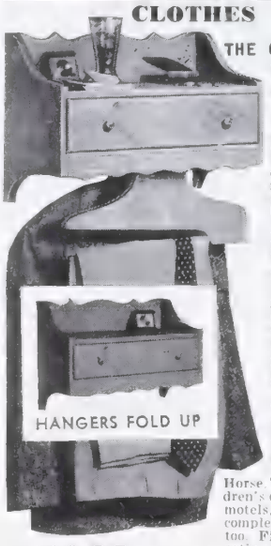
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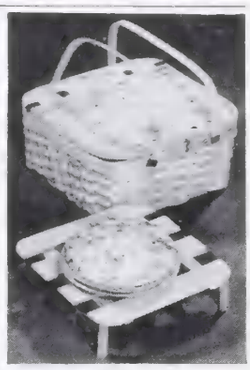
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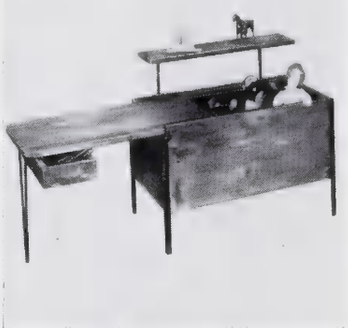


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(*Continued on page 69*)

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CONTINUED FROM PAGE 66

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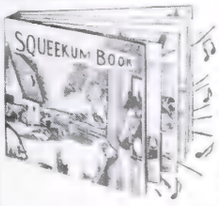


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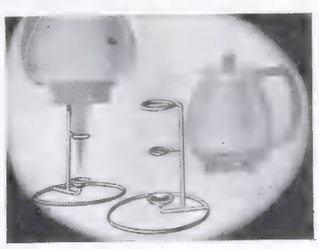
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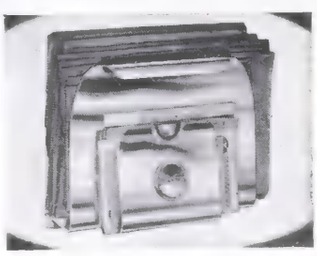


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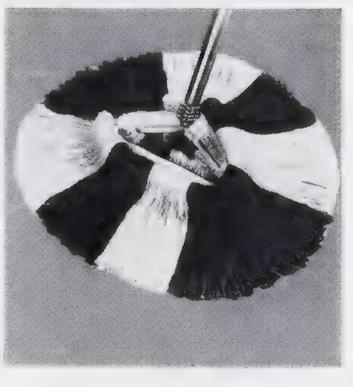
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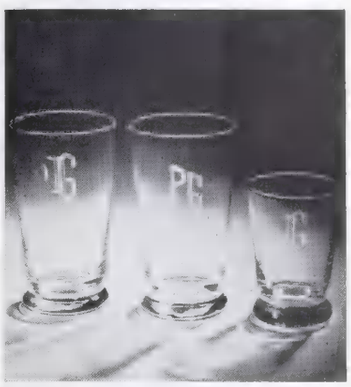
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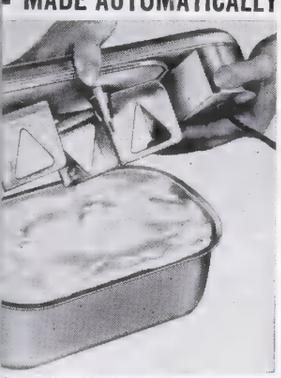
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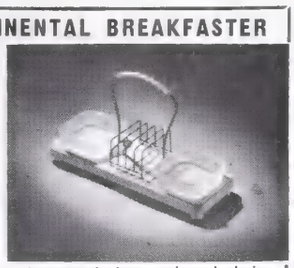
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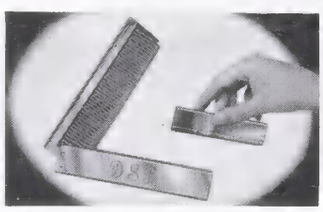
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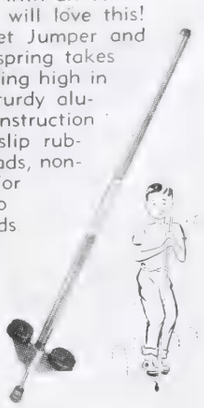


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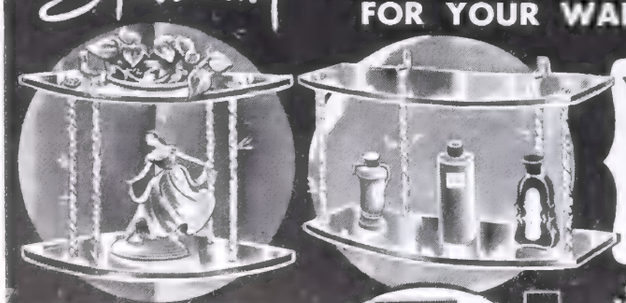
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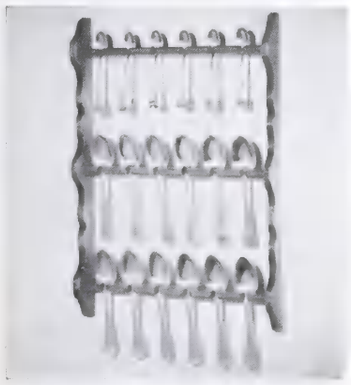
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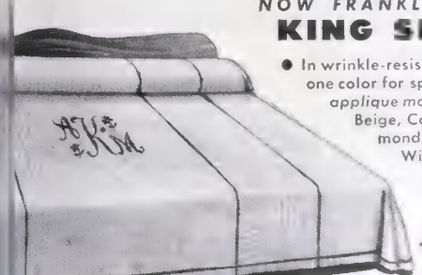
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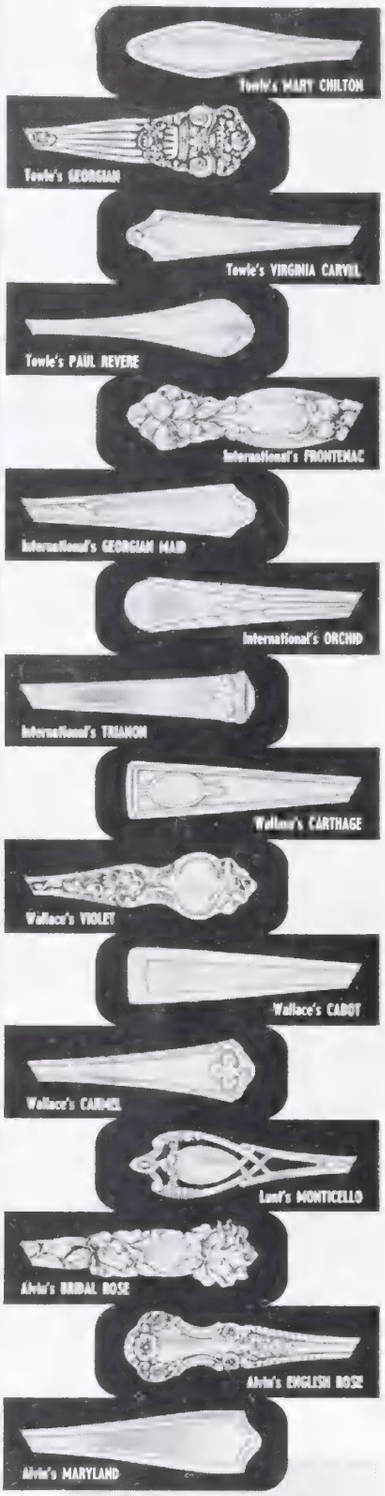
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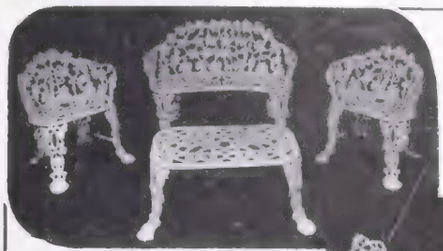


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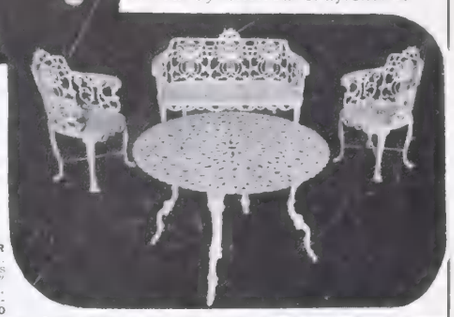
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Left: **FLOWER STAND.** White. 11 movable arms ranging from 14" at base to 7" at top. Pots not included. **Only $24.50**



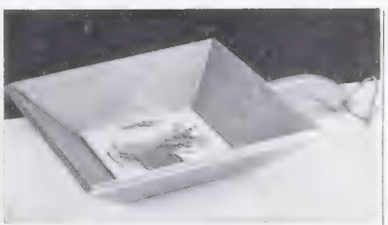
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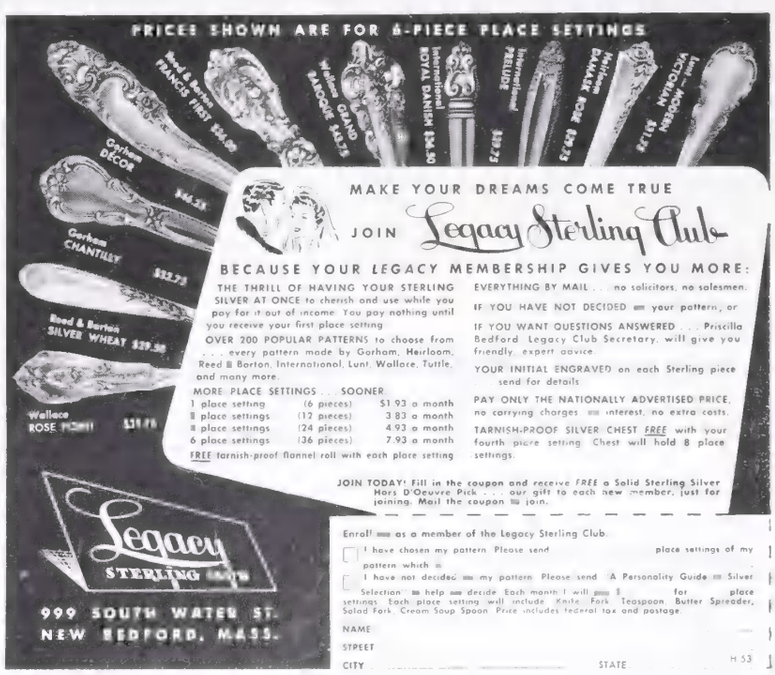
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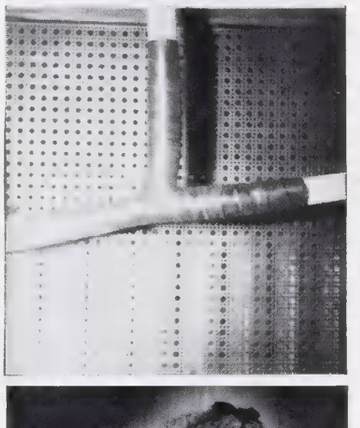
WINDOW SHOPPING



A DEAR LITTLE M
poised on the edge of a
pitable cheese tray, is a
onlooker who won't sca
a scarty-cat guest. No nib
because mouse and 11"
made of colorful Califo
ramic. Tray has center
cheese, sections for c
olives, tidbits. White wit
mouse, $3.95 ppd. No
House of Zog, 2318-24 I
ton Drive, San Marino



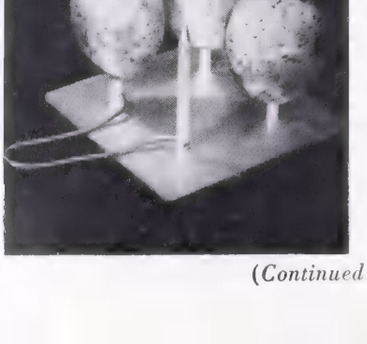
RINGS ON HER FI
and earrings to match ad
to a pretty lady, spar
gantly against her de
These are sterling silver
shaped, and in an eye-
basket-weave design. The
equally arresting on pi
ring finger. Send size.
Earrings are $3.95; ring
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cluded. Ruth Brawer, B
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duced a Tack Tite Ta
eliminates condensation
water pipes, and also
used on many types of
splices or joints as an in
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becomes an extra storag
or work room. 15′ roll,
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lock Holmes made one
Now we're recommending
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with a pot holder. Ppd. E
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(*Continued on page* 79)



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YALE & TOWNE



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. . . his most particular wife insists on furniture



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for comfort in cars



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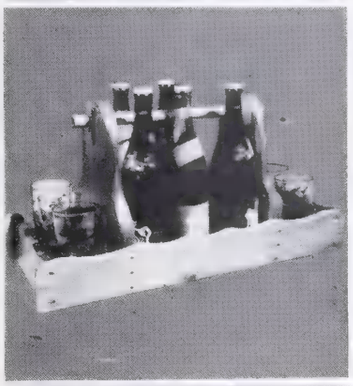
CONTINUED FROM PAGE 76



SCOOP this turned
It does a superb job
ice cream, and in
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e cheese, rice, salads,
lesserts. Bright cher-
lemon yellow, guar-
reakable, it has a
l spring. 8" long,
riel Duncan. Haddon
J.



JAN HORSE that
wooden decoy for
s a plastic planter
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omes in black and
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u'll find in a house-
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x 20" x 14" high,
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KITTENISH? We
you, because the cat
as is really a beauty.
ed in needlepoint in
corator colors. You
the background in
tch your room, and
s a pillowcase, foot-
or wall hanging. The
s is 15" square, and
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nd St., New York 19.

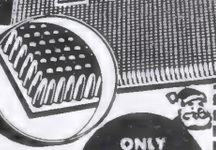


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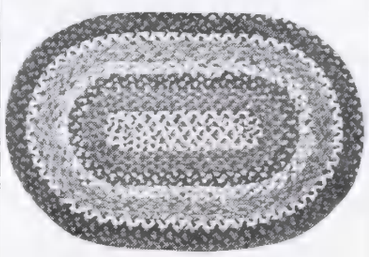
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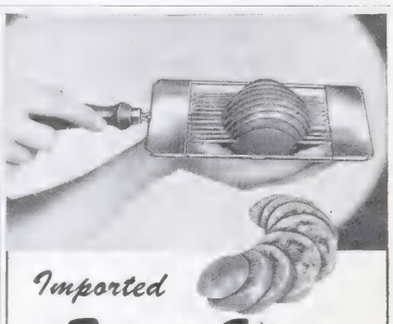
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Left: CHARLESTONIAN SETTEE. Graceful scroll design. 38" long. White.
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Aluminum $72.50

Top right: DECORATIVE WALL BRACKET WITH FOUR POTHOLDERS. 2 arms adjustable. Front arm extends 18" from wall. Center potholder 5" in diam. Other [illegible] are 4" in diam. Cast Aluminum. White or Antique Green. $14.95.

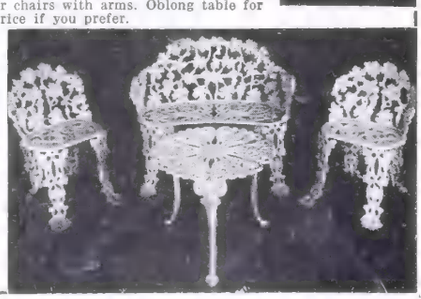
Right: CORNER WALL BRACKET. 13½" high. 8" wide. Shelf 6" deep. Aluminum. White or Antique Gold. $6.50.



Below: GRAPE SET—Special Price.
Large Settee 32" wide $22.50
Two Chair 16" wide 27.00
Table 28" 10.00

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For 39" wide Settee, add $2.50. Add $4.00 each for chairs with arms. Oblong table for same price if you prefer.

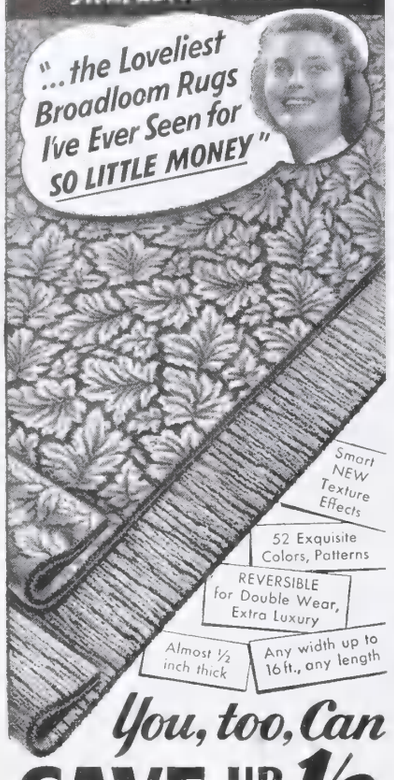


Above: ROUND-THE-TREE-BENCH. Attractive leaf design. For trees up to 18" in diameter. Diameter overall 44½". Height to seat 14". Height overall 28". Width of seat 10½" Cast Iron $50.00. Aluminum $65.00. Larger size available for trees up to 32" in diam.
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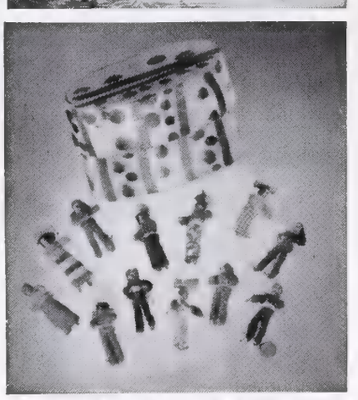
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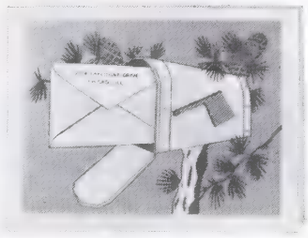


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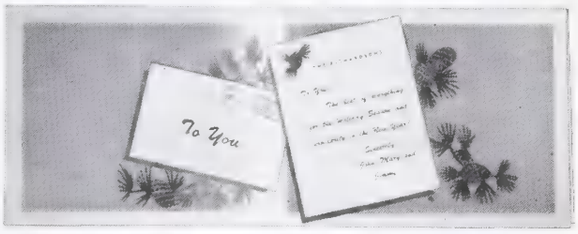


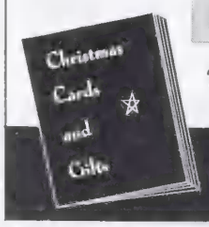


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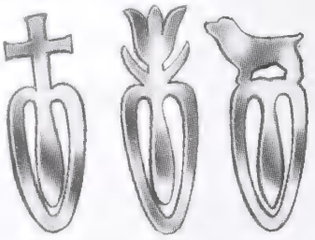
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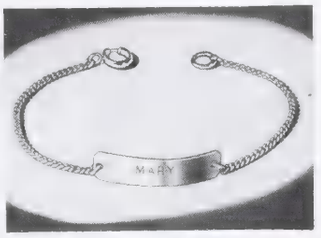


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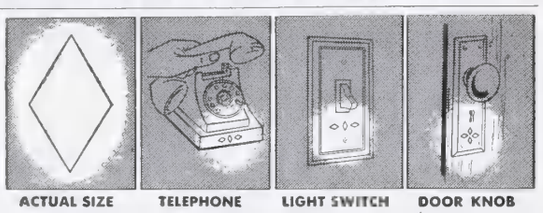


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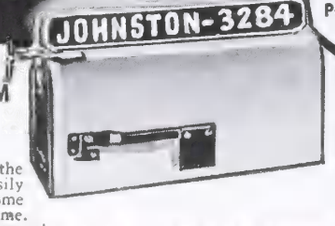
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UNEXPECTED JEST gift-wrapped "surprise p that we heartily sugges shower gift, birthday or present. What looks lik white baby sweater and is really 3 extra-fine k cloths. They have pink satin edging and bows, a disclosing the "surprise ppd. Frye Knitting Mil Lemon St., Alhambra, C



THE GOD LAR is thentic Roman god, who ence was believed to evo and protection to the h garden. So you'd better for your garden or la cast-iron, in white or P green. The figure is 25" over-all height is 45". T is $79.50 exp. coll. Anti Craftsmen, 2500 27th Ave Birmingham, Alabama.



THE DOGGIE IN TH DOW has probably be which means that 18.000 ilies in America own here's a Canine Groomi keep them handsome an The plastic case holds brushcomb (bristles set ber), a wire-bristled br leather hand strap and h border, a round-tooth me $2.95 ppd. Neil's, 4907 B Baltimore 7, Md.



HANDY PANDA. He to keep a baby scrubbed ing like an angel! M plastic case has three ments to hold soap, we and soft terry cloth. Firm in red vinyl welting, it first name painted acros ner. Better keep one in glove compartment, anot baby carriage. $1.50 pp Ilsa, Box 201, Montcl Jersey.

REDISCOVERY OF HECTOR BERLIOZ

CONTINUED FROM PAGE 16

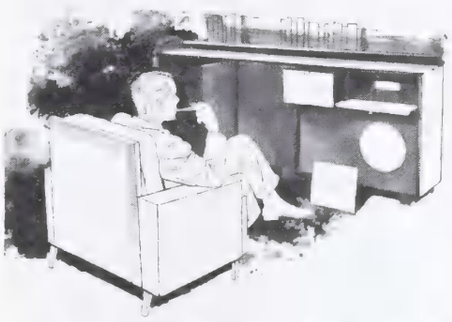
Berlioz has faults. Of the nposers, he probably has ts than the others. Though shrewd critic of other rks, he was insufficiently his own, with the result s of the finest inspiration ed by pages of mediocr. every composer has his ments, but in Berlioz, sic spins in high vibra- slowing down is particu- ceable. Yet subtract all es, cast away the lesser through the bits of bom- ive an occasional theatri- d the residuum is still nt, justifying our belief usic will grow on us, his me still brighter.

observe that every year in Berlioz increases. One r this increase is the re- dings of his music. Last ham made a superb re- f *Harold in Italy*, with playing the viola; this best seller. This month e *Romeo and Juliet* is blished (on two LP's), performed by the Boston Symphony under Charles Munch. What enchanting and exciting music! It is only when you hear *Romeo and Juliet* in its entirety—the love scene, the Queen Mab scherzo, the brilliant ballroom scene, and in addition the prologue by the chorus, the Friar Lawrence scene, and the final funeral chant—that one can get a full measure and a true impression of the beauty of the work. The *Damnation of Faust* and the Requiem are now also available in recorded versions, and further performances of these major works are planned. Even parts of his unwieldy opera, *The Trojans*, rarely performed in Europe, never performed in our country, can now be heard on records, though the recording is not too good. If you are in the mood to form acquaintance with music which may not be as familiar to you as Brahms or Schubert, I recommend these recordings to you. They will, I believe, create a demand for further concert performances. In short, there is reason to hope that Berlioz will at last rise to his zenith.

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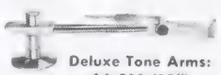
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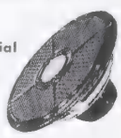
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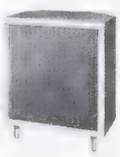
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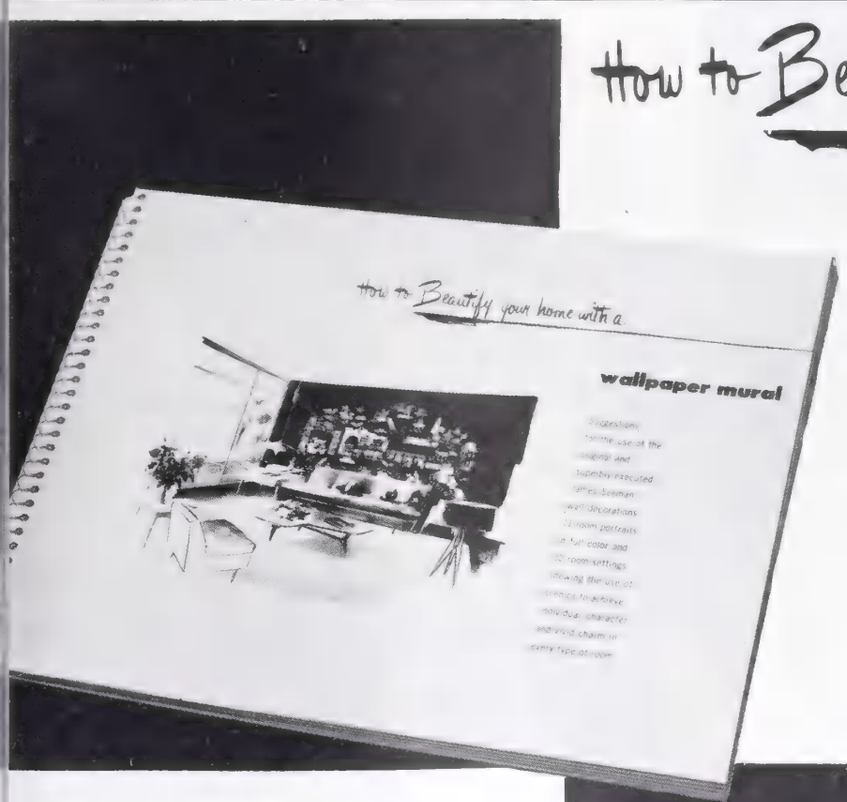


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DECORATOR'S DIARY

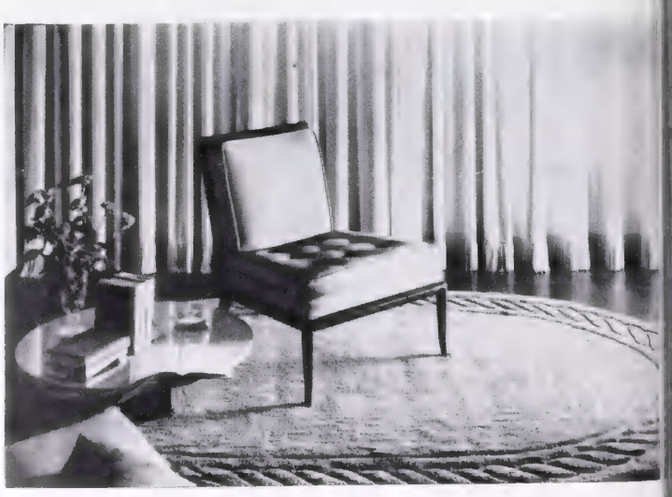


An armchair trip through the home furnishing market via the pages of a decorator's notebook in which the news is underlined

Used to wonder whatever in the world people did with "accent" rugs. But I must admit that new one of Cabin Crafts' saved the day for me on the Burdette job.

Mrs. Burdette is awfully proud of the "parlor" in her newly acquired brownstone, though it seems most unparlor-like to me. It's on the parlor floor, all right; in fact, it's the *whole* parlor floor since she did away with all the dividing partitions. Now she has nothing left but the four walls of the house. So her "parlor" is one big wide-open space, light and airy in the summer when the breeze blows straight through from the garden in back to the windows facing the street, and cheerful in the winter with its two fireplaces. But its size makes it pesky to furnish.

She's especially proud o parquet floor which tur beautifully when they refi And it makes a most compl background for a couple Oriental rugs which are l nowhere near large enough it. For the wall, she ins white to emphasize the and largeness, which it does. Then we moved in furniture as any averag could possibly need for plus enough more to take a reasonable quota of gu anything short of pren Victorian clutter would le high-ceilinged expanse slightly empty. "That's I bought the house." s Burdette, "as a preventive hattan claustrophobia."



"Accent" rug

even she was worried about
ner opposite the grand pi-
thing we put there seemed
big enough, and even the
looked useless because we
seem to relate it to the
he room. Finally, I thought
ug and that did it.
icked Cabin Crafts' "Crest"
it's a practical affair of
rayon with a rubberized
. But the carved border
gives it enough elegance to
e floor with the Orientals.
rich color—old gold—goes
h them too. An oval shape,
overed, helps relate the
the rest of the room sim-
ause it doesn't define it
with straight lines and
orners. But, of course, the
complishment is that an
l-size chair and table seem
me twice as much space,
y have the rug as a plat-

other of those cartoons yes-
bout the painter and the
is time the painter, after
color samples on the wall
mes without meeting the
pproval, ends up in the
equence behind bars. Pre-
the lady is six feet un-
nd. But one day, I'm afraid,
the tables will be turned and this lady will be the one behind bars if I catch one more painter trying to use black to gray down a pastel color. That's one way of doing it, of course. But you get a shade that's so much prettier if you tone it down by adding a little of the complementary color. You get a shade that changes with every change of light. Even if it's pale, it always has life; and even after it has become grayed with soil, it never looks drab. But the painters love their black!

I've been hearing a lot of talk about the beautiful homes we would have, if all our furnishings were designed by fine artists, the painters and sculptors whose work lives for the most part in museums. Well, it sounds like a good idea. But some of the examples I've seen haven't been entirely convincing. Surely there's a difference between the kind of art you like to look at on a wall or on a pedestal, and what you want to see on the seat of a chair, beneath your feet, or hanging in folds at the window. The fine artists, I fear, are not always as precisely aware of that difference as they might be. But when they are, the loan of their

(*Please turn the page*)

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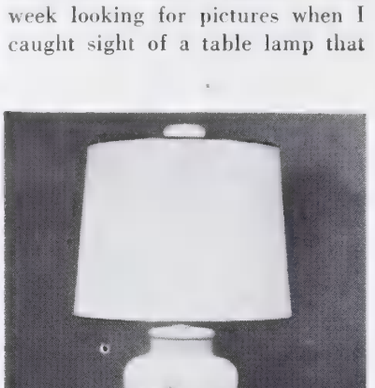
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

talents can be most gratifying. Was wandering through the Associated American Artists galleries last week looking for pictures when I caught sight of a table lamp that



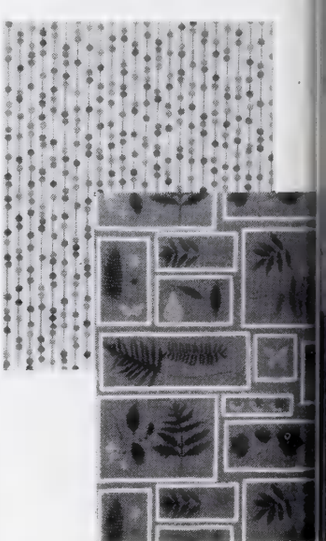
Art on a lamp base

was just what I'd been looking for to put on the desk in Mrs. Goddard's sitting room. The base is made of Stonelain, that high-fired ceramic that's exclusive with Associated American Artists, and it has a particularly pleasant shape. On one side there's a design by the painter, Albert John Pucci—a big bee building a honeycomb. It is a light, informal design, just stylized enough to look at home on the lamp base and to curve gracefully with its contours.

Mr. Pucci, you feel, knew very well he was dealing with a lamp base, not with a canvas on an easel.

It's not always easy to turn out a room that's pretty, washable, durable, and cheap. But I did manage it for Sally Springer with the help of Schumacher's new companion prints designed by Vera. Teen-agers like Sally — particularly female teen-agers — are very emphatic about their adult tastes. Nothing cutie-pie for them, and nothing of the rough-and-tumble variety you can usually sell to their brothers. At the same time they can manage to get things remarkably dirty in a remarkably short time. Mrs. Springer ruefully acknowledged that Sally needed new curtains and bedspreads and maybe a couple of slipcovers, but she didn't want to invest any more in them than she could help.

Our choice of the Vera designs was clinched by the welcome news that they're printed on denim. Still, the pattern on the one called "Nature Study" has a delicate air with its finely drawn ferns leaves and a butterfly or two; it has the kind of simplicity goes these days for sophisticat We used that one for the curtai made in two tiers, café style— for one of the slipcovers. Wo out especially well for the cover because the asymmetric rangement of squares and rec gles that frame the nature m make it easy to cut and tailor, the bedspread and the other cover we used the small-scale panion print that looks somet like wooden beads strung on v cal wires. They told us it had inspired by the beaded porti they still use in French Mc co to discourage the flies. H the name "Chasse Mouche." reasons that were not altoge clear to me or Mrs. Springer, S regarded the name itself as height of sophistication. We clear about the price though— prints were under $3 a yard.



Companions in denim

Mrs. Agar is that super-effi type with a card index for a and a special system for thing she turns her hand to. awes me especially is that cally she's very feminine and very feminine tastes. Most o list making, systematizing an ter writing she carries on French antique desk in her room, and like all long-time users she's envied the conven of a swivel chair. But to fi swivel chair that would not preposterous in a lady's pink white bedroom is something job. Seemed so hopeless I really worked at it seriously.

(*Please turn to page* 89)

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sterling in the mood of adventure



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DECORATOR'S DIARY

CONTINUED FROM PAGE 86

mphant just the same
covered one at Ficks

it the "Clover Leaf."
tered back and arms
rounded corners must



af" swivel

ted a clover leaf to
ough I can't say they
But the chair is neat,
and comfortable, and
gly on its swivel base.
companion pull-up
idn't twirl, and Mrs.
d she could use that
n covered in pale pink
which I would have
but doing for anyone
lly in the case of a
ut part of Mrs. Agar's
efficiency is that she
o get things soiled.

iting over a year for
se the series of pano-
per panels that Katz-
Warren calls "Along the Hudson." And now, appropriately enough, they've been ordered for Mrs. Mawson's house in Riverdale. I've seen so many scenic wallpapers in my day, so many with parasoled ladies in billowing skirts to lend a period air, so many renderings of the environs of New York as it was supposed to have looked way back when, that I never expected I could give another one of them more than a ten-seconds' glance. This one, of course, is different. But it's hard to explain why.

Part of it, I suppose, is the drawing. The series was designed by William Katzenbach from sketches by his grandfather, Worthington Whittredge, who started life as a house painter but demonstrated no mean talent as a landscape painter before the end of his 90 years. He was, in fact, a prominent member of that group of romanticists known as the Hudson River School. Still, that doesn't explain why I like the wallpaper. In certain parts, such as the quartette of lonely pines or the leaning tree with wind-blown foliage tipped with sunlight, the style seems almost Japanese. Or perhaps I get that idea from the soft colorings. In any case the distances are impressive—can't help but add illusionary acres of space to a room—and delightful in contrast to the loving but unobtrusive detail in the foreground.

There are eight panels altogether but they don't have to be used in any particular order, which means you can center the scenic interest wherever you plan to have the least furniture. Mrs. Mawson's dignified American mahogany will blossom against that background, I know, and it will be equally friendly to a few new modern

(*Please turn the page*)



Hudson"



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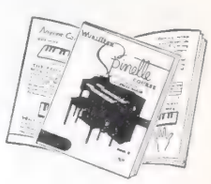
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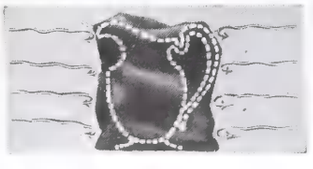
really won't tarnish

in this chest

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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

pieces she has bought to make the room seem a bit less formal.

Not everybody wants built-in book shelves, particularly if they have lots and lots of books they surely want to take with them when they move, and a rented house or apartment they surely must leave behind. But a really big lot of books housed in ready-made bookcases can very quickly make a room look stuffier than the stacks in the public library. Found a highly ingenious solution to this dilemma at Swedish Modern. Consists of a number of parts you can arrange to suit your room and your books just as Mother used to arrange her Globe-Wernicke units.

You start with a bench, and a good-looking one it is, with a walnut top, birch legs and carved walnut stretchers. A cross section of the leg is shaped like an ellipse. Since the top fits, not on top of the legs but between them, you can extend the back legs upward by adding a post or posts of the same elliptical shape. Looks like magic until the salesman shows you a sort of metal backbone inside the post that slides down and into the leg and holds them both rigid. Then it still looks like magic, but it seems to work. Brass rods connect the posts horizontally and fit snugly into grooves in the underside of the shelves which they support. There's a good range of holes for the brass rods, so the space between shelves is flexible.

In the showroom they have set up a double arrangement with two benches and two tiers of shelves which makes a unit as imposing as a breakfront. Unquestionably it would hold a great many books but—what I like even better—it wouldn't look too grimly solid because it has no back, no ends.



Bookshelves to measure

Must remember, when I o ordering some, to allow mo space than is actually nee there will be blanks here ar where the wall color ca through. Prettier that way.

Came upon a charming fa Jofa that will do full ju Mrs. Midland's Victorian It's labeled silk damask, pattern—a series of cir worked into the fabric in a I've never seen the like of



3-dimensional upholst

Has a puffy, three-dim look, something like a qu pliqué. The name is whatever that's supposed cate. But by any name it those rare cloths that are dignified enough for old f without claiming to belon particular period. There's about it to stop you from on a modern chair if yo mind to.

Got a truly touching note day from that young p wife I directed to the D Clinic. Said they'd saved and her sanity and pr were on the way to sa some money. She didn't pu that bluntly, but her grat deep. And why, she aske more people know about

Her problems were what to do with an asso hand-me-down furniture; to spend a little money for curtains and slipcov (she'd make them herse finally, what to tell the painters who were due three days hence. That produced near-panic. But ic I knew would alleviat fering. She was good abo ing my instructions—too

n and her furniture meas- plus some swatches she'd in the course of her . An hour's conference he could afford, but that's needed to set her on the k. Went home with a color some furniture arrange- as she hadn't thought of, ew tips on making slip- After the painters had l gone and it was possible longer view of things, she husband decided to start s fund to buy some new . They started by treat- iselves to another confer- the Clinic. Went together d time, and the decorator hat day helped them draw get to be saved and spent next five years.

t ten years ago that the as started as a contribu- ard easing the rigors of living. Originally was cal- o help out young people armed forces. But I guess still plenty of people that kind of help.

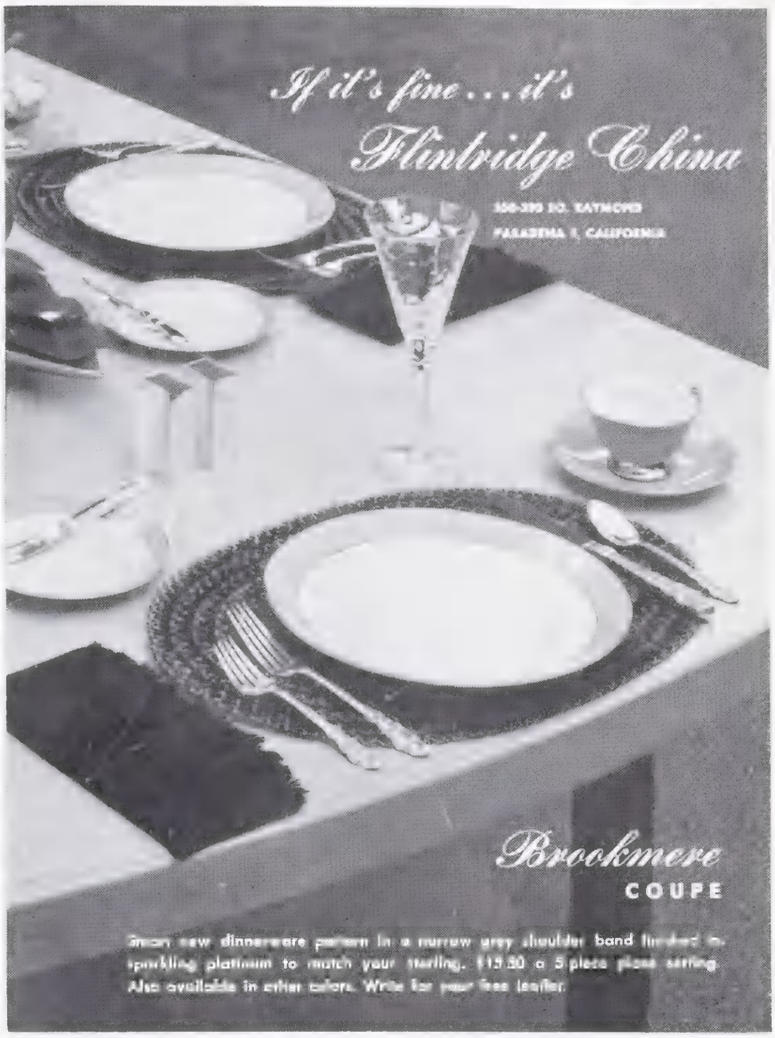
off at Betsy Brigham's ay down from Litchfield her on the back terrace d by what looked like dozen bureau drawers. Turned out to be only one dozen—eight from the double chest in her room, four from little Tommy's dresser—and she was painting them, not the fronts, but the insides!

"I'm fed up with cutting and fitting paper to line drawers," she announced. "Decided to paint them and be done with it. Anyway they'll look so much prettier. If this good weather holds, I'm planning to paint every drawer in the house."

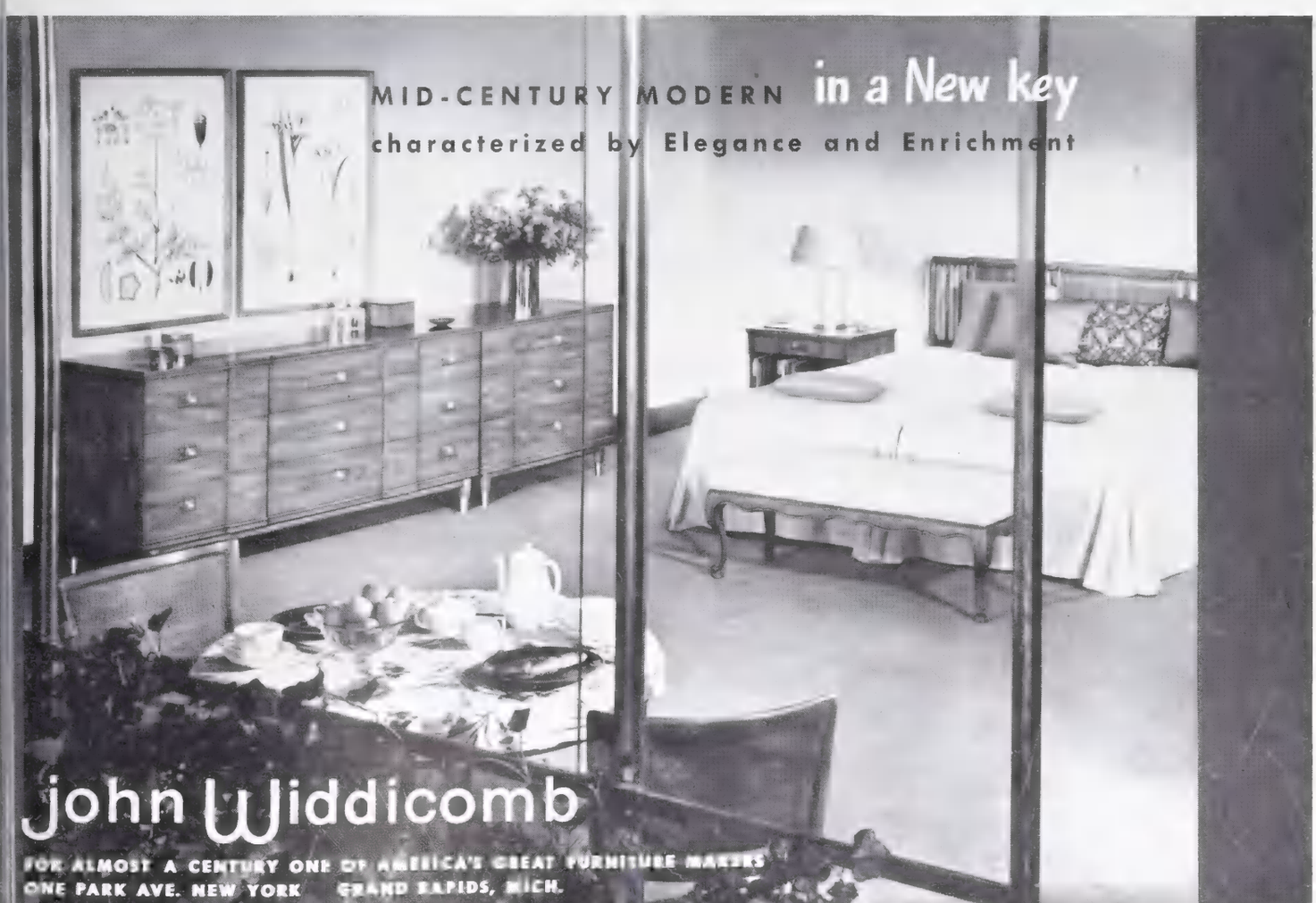
She wiped a light blue smudge off her nose. The light blue was going in the drawers of her dresser. A can of bright red at her feet was destined for Tommy's. "It's Duco enamel," she explained. "Goes on practically by itself, dries in no time. After a couple of days I'll finish it off with a very thin coat of Saint's Satinwax. I know most people save that for their best antiques, but I love its lavender smell."

Warned her that paint won't stick to a surface that's been waxed. "But," she countered, "there's nothing to keep you from putting wax *over* the paint!"

"Why, oh why, oh why oh," I was humming as I drove on down the parkway. "Why did I never think of that one?" —M.R.



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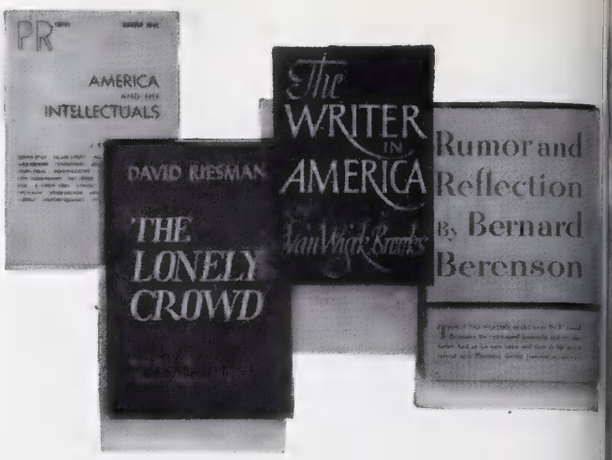
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Pessimism *can be a* Fashion

By Joseph A

To build a home and plant a garden are acts of opt faith in ourselves and in our country. Here are some tions—and quotations—in reply to the fashion of d

There is current a fashion of despair with a genteel touch that the world is going to the dogs and America is leading the way. In France this fashion is known as existentialism. In America, like as not, it is known as existentialism, too. It is the emotional equivalent, I believe, of the other post-war's surrealism, also born in France. (The French don't create these attitudes, by the way; they pinpoint, examine, and then define them. They are hardly more responsible than Webster for new words describing old attitudes.)

This is the Age of Anxiety, we are told. And so it is, for the anxious. All art is neurotic, the same critics say. And so it is, for neurotic artists. It reminds one of Confucius' story of the bitch that whelped in a cave. One puppy crawled deeper into the cave and mournfully concluded, "All life is dark." Another puppy crawled to the mouth of the cave and joyfully decided, "All life is light!"

Life, like salt on watermelon, is a lively mixture of both. If the sun sets, the sun also rises. But you cannot argue with the puppies. At the most you can take them by the scruff of their necks and thrust their noses into the light or the dark to add another vista to their narrow views. If Dostoievsky was neurotic, Mozart was not. And in neither case do we have to follow one or the other lead. We *have* a philosophy to work out and that is our own. We must test it, in the words of Keats, "on pulse."

But we should keep i that the rate of our pulse determined by our feeling fidence or despair. The r man may indeed be lifte own bootstraps. (It was give the French credit th who advised waking u something like "Oh, what a ful morning," long before and Hammerstein sugges same in *Oklahoma.* It's than you think. Optimis pessimism, can be cont misery doesn't merely li pany; it *creates* company.

Happily one of our y freshest, and most pe sociologists has joined th In his *The Lonely Crowd, of the Changing Americ acter* (Yale University David Riesman writes, ". slight degree nations, li rotics, bring on themsel dangers by which they sessed, the dangers that, of true vitality and grow structure their lives . . .

"It seems to me that world misery as an a against speculation about abundance is actually to h long the very scarcity ps that, originating in mis petuates it . . . Contrar situation prevailing in th teenth Century, *pessimism come an opiate,* and th chance that the dangers



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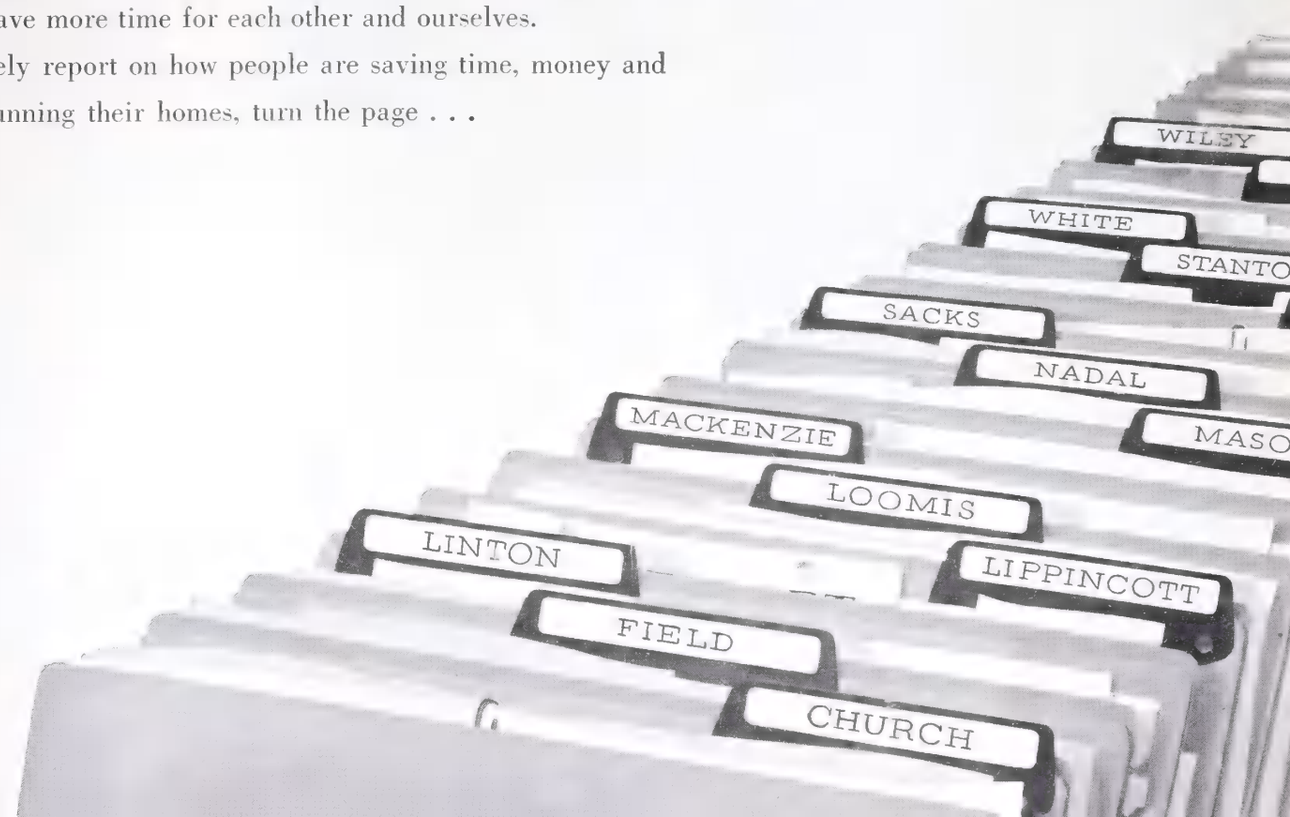
How 165 families have simplified their housekeeping

Housekeeping has caught up with the technology of today.

Everywhere people are simplifying their housekeeping and, at the same time, enlarging their lives. For several years we have been observing this trend as it spread across the nation. Recently we have carefully concentrated on a study of 165 families, selected from many for their leadership in simplified housekeeping, in order to report their practices to you in detail. The report in this issue is based on their experiences—what they have learned, how they do things, what products they depend on.

Fifteen researchers in fifteen different parts of the country helped assemble the stirring evidence that we are making housekeeping easier, a more creative pleasure. We live better, we eat better, we have more time for each other and ourselves.

For a lively report on how people are saving time, money and energy in running their homes, turn the page . . .



We're borrowing the "know-how" of Big Business

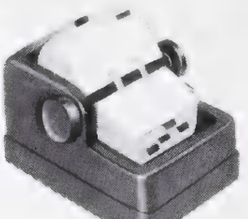
We've learned that every minute, every motion, every erg of energy is precious. Any time or energy saved is gained for us to use living fuller lives, doing more things we like to do. Here are the ways to get rid of the boring, mindless aspects of home-making. They work because other people have already proved they work

RODNEY WALKER, ARCHITECT



System and common sense save time

Some kitchen equipment is coming out from behind the cabinet doors. We are finding that the hundreds of times we open and close a cabinet take time, waste motion. Some things should stand in the open on shelves. Other things should hang, so nothing has to be lifted out or "un-nested" to get at anything else. Here, spices and pans are always out. Less-often-used pans are kept behind doors.



Keep a perpetual index

In running a house you need so many names and phone numbers: the many service firms for the different appliances, the tree sprayers, the cartage firm that brings the crate from the freight yard, the maids who help out, etc. Use a "Wheeldex" with cards that lift out

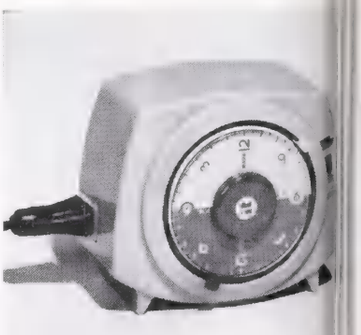


Let chemicals do the rough chores

Dozens of new chemical housekeeping aids have come on the market. For instance, the oven cleaner. Works on the most encrusted burned-on food and grease. But with all these chemical aids, be careful to use them exactly as the directions on the label say. These highly specialized products, must not be misused

How to be in 2 places at once

Use an electric timer to turn appliances on or off. You can wake up to music, defrost refrigerator daily, have coffee ready upon arising, turn light on at dark when you've been away all day. Minimum on or off time is one hour. Maximum on or off time is 23 hours. It can be on or off for any desired period of time in-between. Around $11.





The pass-through is important

With as much traffic as exists between kitchen and dining room you can save several hundred miles of walking a year with a pass-through. Many people are using the counter of the pass-through as a snack and drink bar, giving it still an additional use. Pull-down slide closes opening when desirable. In the Crutchfield residence, Wohl Snyder, architect.

Arrange spices alphabetically

Because of the big boom in gourmet cooking, many people own 40 to 70 spices and herbs. When kept in a kitchen cabinet, it means that some stand in front of others, so cannot be seen. Arrange them alphabetically so that, in general, you'll know where to put your hand for the wanted one. Use this same principle for storing anything that you keep in quantity and that has a label.



ep foods from sticking to pans

e of the best time-saving aids are the new coat- which keep cooked food from adhering to metal sils, no matter what cooking process you use. durable coatings are compounded of that re- able chemical family, silicones. Vegetable- coating must be re-applied after each washing.



Save the lost miles in bed-making

You walk about 2⅓ miles per year making one bed (double). Multiply that by the beds in your house, and you see what you could save by using "contour" bottom and top sheets and the newer contour blankets. You eliminate the morning retucking of pulled sheets and covers, yet there is plenty of toe room. Several firms make contour sheets. Contour blankets can be bought plain or electrified.

We're borrowing the "know-how" of Big Business *continued*



New Idea: all the top covers lie together as one

Many people are combining the top sheet, the blanket, and the b cover into one unit, so they handle more quickly in bed-making started using a ready-made envelope called "Nevaslip," desig keep covers from slipping off the bed. Now some people are m up their own washable envelopes in fabrics and colors the Secure corners of blanket to corners of envelope with "Bu Buttons," metal grips which can be bought in ten-cent



Use permanent linings

Shelf and drawer linings now come so they are almost impervious to wear and tear. Picture above shows clear "Lumarith," which comes in rolls and in several gauges. Light gauge curves around cutlery dividers, holds in place with scotch tape. Heavier gauge is stiff enough to stay in place without fasteners. Plastic shelf linings at right come in many colors and patterns.





Plastic spray coatings keep of

You can spray a 100% acrylic coat metal, wood, leather, or paper to seal hind a plastic shield, away from dirt. Co clear, white, aluminum, or black, in an bomb. The clear and the white are en usable. Chrome protector prevents smu

Learn to use "the classified"

A phone and a phone book, if you lea to use the yellow classified pages, ca almost all your problems. The answe listed alphabetically. Looking for V blinds? Turn to the "V" pages and you places where you can buy them, hav cleaned or repaired. Same for any pro any service, from Accountants to Repairing. It's all there for you to lo



ake dust stick on your mop and cloth

lot of dusting is just moving dust around from spot to another. This product makes your dust- absorb and hold the dust it picks up. Collected t will not scatter, makes cleaning more effective.



pel dust with an anti-static coating

ke hard surfaces or fabrics inhospitable to dust he air. Rinse curtains of nylon, Orlon, Dacron, Dynel in anti-static and they won't get dirty so Coat furniture, floors, mirrors with "Dust-Off."



n't live without silicones

ong other things, they put a hard surface on d, crystal, mirrors, porcelain, tile, leather. They combined with waxes and polishes or you can y silicones to any finish with this polish- cloth. See a story on silicones on page 201.



Use plastic furniture and counters wherever you can

Eliminate the possibility of marred surfaces and accidents that indicate bad housekeeping. Make the horizontal areas of your home of impervious plastic. Only wanton destruction mars them. Color range is wide; even fine woods are impregnated. Sold by the square foot.

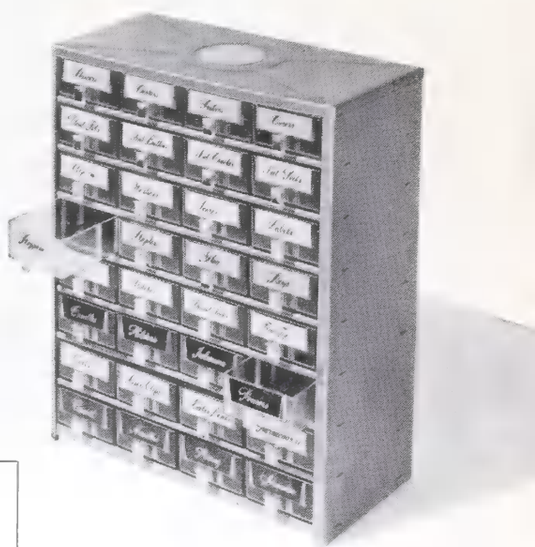


File those instructions

Technology moves so fast we are always buying new things we haven't met before. Keep the how-to-use labels and tags all in one handy place, so you'll always be able to find them.

Visible filing saves hunting

Most kitchens average about 32 little things that are necessary but the devil to keep track of. Use a "Has-Bin," a handyman's dream but just as perfect for the cook. Holds such important trivia as nut picks, skewers, corks, stuffing needle, julienner, corers, etc. Units range from 8 drawers to 48 drawers, from under $5, to over $20.

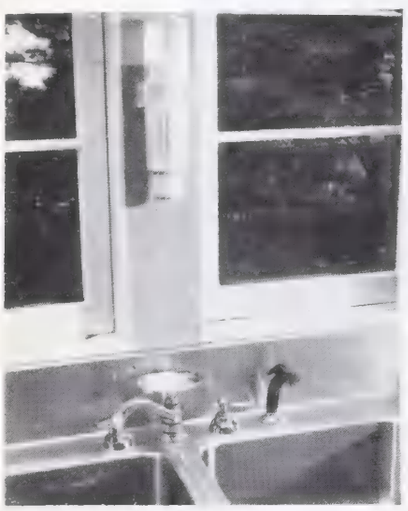




Have the best laundering data on hand

With all the new fibers, detergents, washers, and ironers, it keeps a girl jumping to know what to do with which. We have culled five of the best laundry booklets. Send $2, your name and address to Housekeeping Editor, House Beautiful, 572 Madison Ave., New York 22, and we'll see that you get them.

We're borrowing the "know-how" of Big Business *continued*



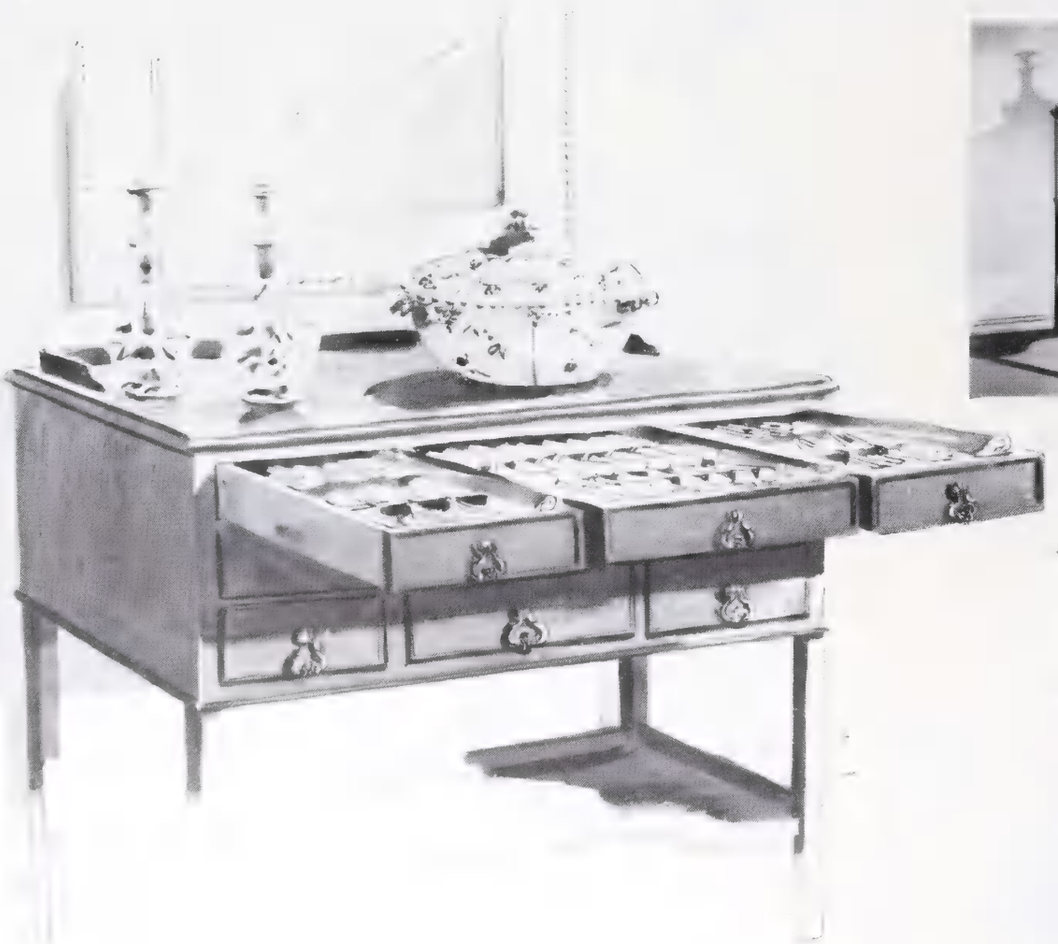
Use dispensers

Dispensers save thousands of motions a year. Use them for the common needs in the kitchen: paper towels, wax paper, "Dixie" cups at the sink to save glasses.



Disposable guest towels with style

Entirely acceptable throw-away towels made of paper or felted rayon and cotton are on the market in many colors and with touches of pleasant trim that make them stylish enough to go in the most elegant powder rooms, well co-ordinated with the decorating. This one of Masslinn. Home of Mr. and Mrs. Welton Becket.





Prevent silver tarnish

Drawers lined with tarnish-preventive flannel can prevent 80% to 90% of the tarnishing of silver. (Avoid the flannel bags for frequently-used silver. Takes too many motions.) Use fitted drawers where all pieces are instantly reachable, always visible. This silver chest is one of the few pieces of furniture completely and properly equipped. From Beacon Hill Collection, courtesy of B. Altman & Company.



PHOTOGRAPHED AT PAHLMANN'S PREVIEWS BY EZRA STOLLER



Simplify bed-making motions with a two-in-one bedspread-blanket

To cut bed-making motions by more than half, make one cover serve as both blanket and spread. This luxurious all-in-one blanket-spread is ingeniously woven with a pale, fleecy wool blanket nap on one side, and a stylishly darker nylon "bedspread" surface on its other side. Nylon fringe makes lush border. Thoroughly washable, it's in six shades, single and double size. "Kenver" by Kenwood Mills.

we fatigue, emulate industry: cut down noise, break work with rest

TONE" PERFORATED WOOD-FIBER ACOUSTICAL CEILING TILE BY ARMSTRONG CORK CO.



Acoustical ceiling *in kitchen can kill 40%-60% of tiring clatter. Acoustical tile walls and resilient floors like cork, rubber, vinyl help, too. Put insulating bats or automobile undercoating around noisy dishwashers, laundry machines.*



Take rest periods *every so often during your work, and relax for 10 or 15 minutes to stave off fatigue. Most relaxing type of rest chair gets feet up, head down, like this chrome-finish "Barcalounger." Keep it in or near kitchen.*



NEW STOVE-TO-TABLE COOKING UTENSILS *save motions and dishwashing, yet permit you to set a beautiful table*

By Sara Little

Pots, pans, and skillets are becoming as socially acceptable as the finest tableware. Now they can come to the table directly from burner, oven, or broiler; and because they look so handsome you'd never suspect them of being the workaday kitchen utensils they actually are. For you can mix, cook, serve, and even refrigerate food in them, saving time and motion by not having to transfer food from one container to another. And think of the dishwashing you can skip!

Biggest news among these leisure-makers is enameled cast iron, ovenproof, flame-proof, almost impossible to break, and styled to go as appropriately with your china as your sterling silver. As proof of the growing status of stove-to-table ware, you're more likely to find it in specialty shops and fine department stores than in the hardware shop where you used to buy pots and pans. To give you an inkling of its colorful variety, we show seven groups of it here, describe it more fully on page 206.



American women started to see the light when they discovered the cook-and-serve-in-one-dish ease of the casserole. Now whole sets of earthenware dishes are designed to match the casserole, proving the stove-to-table idea is here to stay.



Some of the handsomest cook-and-serve dishes were designed primarily for utility, like these nested French luster pie plates. See how effectively they'd mix on a table with ovenproof wheat-pattern dinnerware and a mottled earthenware pudding dish.



Stainless steel can cook and serve an entire meal, adding a new, easy-to-keep gleam to table settings. Cook vegetables in the covered skillet, remove the handle, and there's a heat-retentive serving dish. The broiler tray of a gas range becomes a platter, held by detachable wood grips.



In color and pattern, enameled cast iron is getting to look more like china all the time. Witness these utensils surrounding a dinner plate! So your chances of finding cookware to mix with your tableware are excellent.



Anything from a soup pot to a pipkin now comes in enameled cast iron. Use it in the oven or over a flame without fear of breakage. Vivid, white-lined casseroles look like made-to-order tablemates with melon-painted Italian pottery plate.

PHOTOGRAPHS BY PAUL D'OME STUDIOS



New versions of earthenware and stoneware casseroles give you a wide choice of textured good looks, plus extras like tops that become dishes.



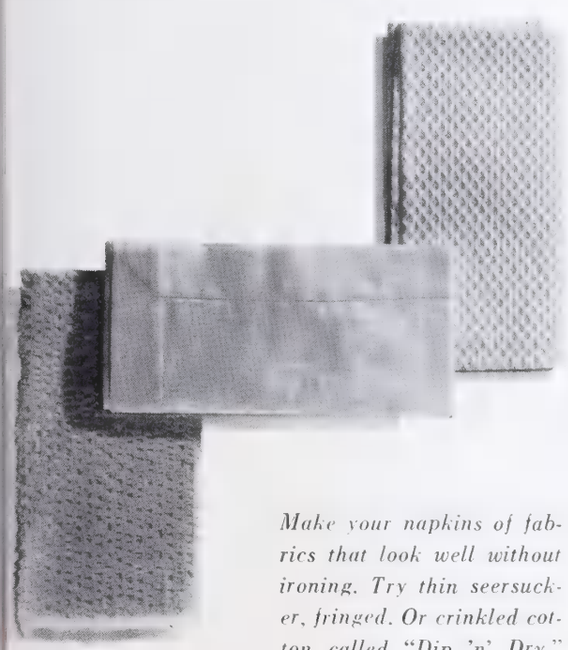
Earthenware, once an awkward utility, is acquiring a new grace and lightness. There are cups and plates to match this ovenproof clover platter and warming pitcher. See how companionable they are with enameled cast iron.



BEAUTY WITHOUT UPKEEP

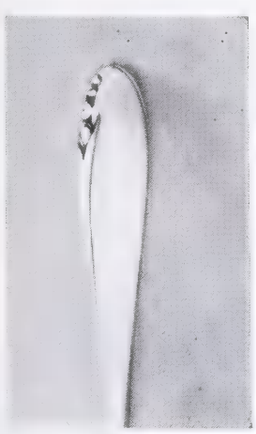
By Frances Heard

Here are 7 new table-setting practices that are spreading like wildfire, because people are finding beautiful new ways to be practical. They are using:



Make your napkins of fabrics that look well without ironing. Try thin seersucker, fringed. Or crinkled cotton called "Dip 'n' Dry," found in dress-goods departments. Or get novelty piqué shot through with nontarnishable "gold" threads. Some women are using thin corduroy. All these come in beautiful, suitable colors.

- Napkins that don't need to be ironed.
- Mats that can be rinsed under the faucet.
- Flatware of stainless steel.
- Plates of pewter or stainless steel.
- China of the finest, highest-fired grade because it chips less easily, so has a lower cost per year.
- Glassware with no indentations on the bottom, no "catch-basins" to hold water when upside down in the dishwasher, so they dry properly.
- Glassware that stacks efficiently and safely in the dishwasher.



The look of low upkeep

Everything in this dining room by Paul McCobb demonstrates the new simplified housekeeping, from tile floor and travertine table top to the glasses that will drain properly in a dishwasher so they come out dry and sparkling. Take careful note of these details. The straw mats scrub off under the faucet. The plates are high-fired Lenox china, so chip reluctantly. The glassware by Bryce Bros. is flat on the bottom, a necessity for dishwasher use. Heirloom's sterling "Lasting Spring." Furniture from The Irwin Collection, designed by Paul McCobb for the Calvin Furniture Co. All accessories, America House. Floor, Tile Council of America.



COLOR PHOTOGRAPH BY WILLIAM HOWLAND

Beauty without upkeep *continued*

Mats that rinse off under the faucet are more beautiful and more numerous than ever before. These eight along the border are just a hint of the variety you can find. Practical mats range in price from 50 cents each to $10 each, and run the whole gamut from peasant informal to complete formality. Mats of such materials don't have matching napkins, but that frees you to correlate napkins of contrasting colors and textures. That in turn frees you to vary your combinations. More about these on page 228.

NYLON

WOOD

STRAW

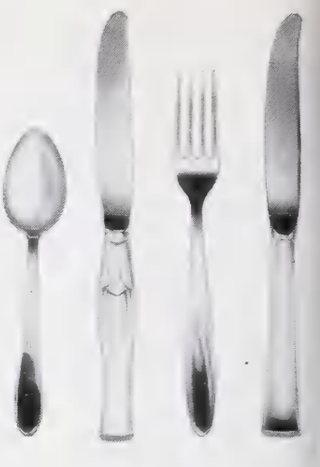
PLASTIC

CELLOPHANE

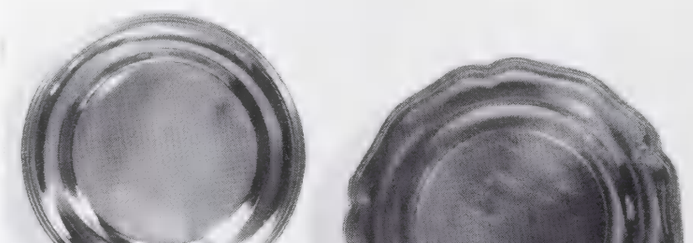
STRAW

NYLON

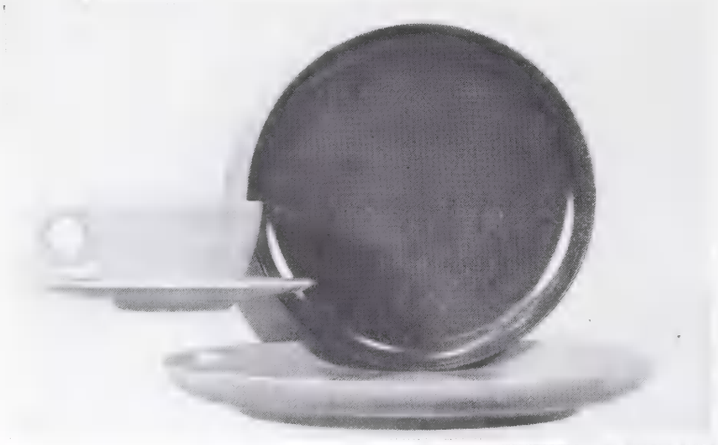
HEMP



As the maid went out of t kitchen, flatware of stainle steel definitely came into o lives. Here are five patter by American manufacture There are also many good i ported designs. For details these patterns, see page 22



Plates and soup bowls of pe ter, stainless steel, and a minum are for people w want to save work. They ha a higher initial cost, but th go into the dishwasher, ho heat at the table, double service plates, and don't brea If you want pewter to stay n looking, don't put in di washer. If you like an antiq finish, use the dishwasher.



Plastic dishes get prettier eve year. Their shapes are ma distinguished and the col are more varied and delica If you want to use them in t dishwasher buy only tho made of melamine resins. Y can remove food and coff stains by soaking in a spec detergent called "M-E Cle er." More on page 228.

PHOTOGRAPHS BY ANGELO PINTO



You can still keep up your standards of graciousness and beauty, and yet reduce the upkeep of your beautiful possessions. Nylon, that gay deceiver of a fabric in women's wear, is making equally frivolous appearances now in tablecloths which wash with typical nylon ease, dry quickly. These two cloths courtesy of Lord & Taylor, N. Y. C.

2 PHOTOGRAPHS BY EDGAR DE EVIA



Nylon tablecloth and mats are now being made in all kind of sheers, banded with deep ruffles, with permanent pleats or eyelet embroidery of nylon. This cloth of sheer nylon plissé photographed in the home of Mr. and Mrs. Robert Patterson. Melanie Kahane, decorator.

I use only things that improve with age

By Virginia Stanton

CALL me lazy if you will, but I refuse to be a slave to my possessions. I like to set an interesting and unusual table. I like it *so* much I try to do it better than anybody else. But I won't be a slave to my china, silver, glass, and tablecloths. And I've found I don't have to.

From my husband, who is an architect, I learned that some materials "weather" better than others. If this is so with buildings, why not with table appointments?

Well, it *is* possible with table appointments. Intrinsically good things "weather" well. But it pays to avoid sheerness, fragility, delicacy, and shininess. Sheer linens have to be carefully ironed. Fragile glass breaks very easily. Delicate colors show stains and discoloration. Shiny things show scratches.

Here's how I've worked out my own salvation.

My glasses are heavy, handmade Blenko glass in the Williamsburg teardrop pattern. They are so sturdy they have lasted ten years and are still going strong.

When I tossed out the sheer lovely linens I began collecting straw mats. I have sheer straws from Scandinavia, strong husky ones from Italy, and Samoa, sisal ones from Mexico, lauhala from Tahiti. I kept my linen napkins, but tinted the white ones cream or champagne colors, so they mix or match with all the straw mats.

Then I went to the dress goods department of a big department store. What a gold mine of interesting materials for napkins! For instance, lightweight corduroy that is used for children's clothes. Corduroy (*Please turn to page* 198)

How a member of the school board streamlined her housework



AFTER

No woman on earth could work efficiently with inadequate range, refrigerator, and sink, too little storage space, no work counter at all, as shown below. Precise detailing converted this inefficient area to the workmanlike kitchen you see at left. In the same room, there are now 40 sq. ft. of work counter, cooking top and griddle, double sink, dishwasher, two ovens, 16 cu. ft. of refrigerated space, 20 cu. ft. of frozen-food space, and generous storage engineered specifically for the things it holds. All this with minor changes to the structure.

BEFORE



Mrs. MacKenzie borrowed the principles of big business and industry to make her home run so effortlessly that she can be out of it about 4 days and 3 or 4 evenings a week

By Charlotte Conway

So she could have more time for her numerous community interests, Mrs. I. H. MacKenzie determined to remodel the outdated kitchen in her big house in Bloomfield Hills, Michigan. By studying her kitchen operations like an engineer laying out an assembly line, she has found time to serve as one of five members of the local School Board, president of the Women's Auxiliary of her church, member of the Board of her Garden Club. Yet she still has plenty of time to share with her husband and their two young children.

Her formula included appliances to take the place of hand work wherever possible, maintenance-free structural materials, a production-line type of arrangement of the various kitchen elements. How successful it is, is demonstrated in the photographs on these six pages.









Built-ins reach the ultimate *in perfection in this kitchen wall with a 3-compartment refrigerator, a 2-compartment freezer, 2 built-in ovens, and cooled vegetable drawers. Refrigeration machinery is housed in basement below. All compartments are lined with stainless steel. Vegetable drawers of galvanized metal are not mechanically cooled but benefit from being surrounded by 40° and zero environment. The refrigerator was custom-built, but ovens are stock models. Total result is luxurious and efficient—perhaps indicates a new trend away from free-standing refrigerators and toward "remoting" the compressor to kill noise and heat output in kitchen.*

How a member of the school board streamlined her housework *continued*



Three classified storage systems operate behind these sleek birch doors. See them all open (right)

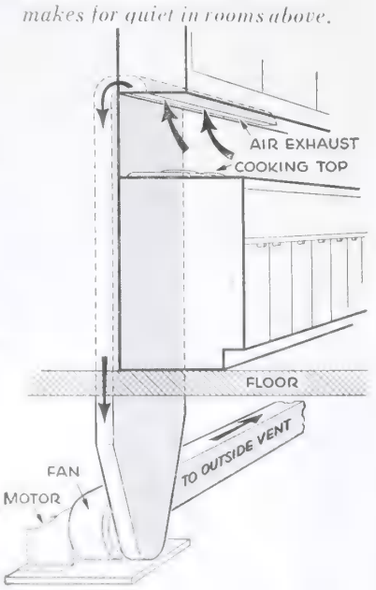


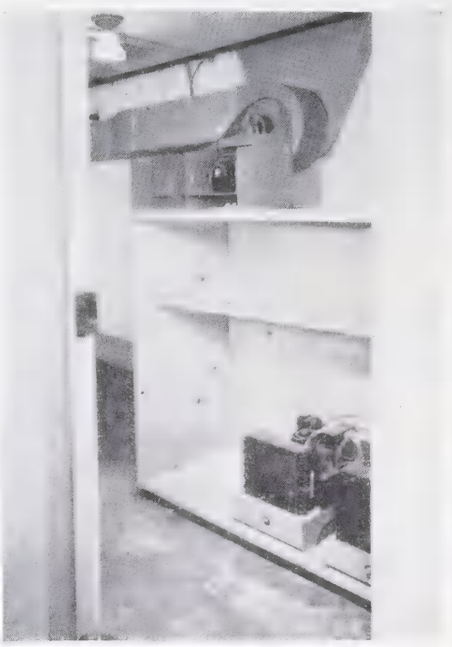
The cleaning closet, *with its double doors, opens up so one can see and reach all equipment and supplies. Adjustable, shallow inside shelves and shelves on doors are spaced for products they hold, put things within easy reach. Adjustability is important, since cleaning tools change from time to time.*

ALL PHOTOGRAPHS BY GEORGE SMALL



With down-draft ventilating system, *grease cannot condense in duct to drip down on range as fire hazard. From grilles, duct runs down to basement, out exterior wall, is accessible for cleaning from breakfast room or basement exterior. Blower in basement makes for quiet in rooms above.*





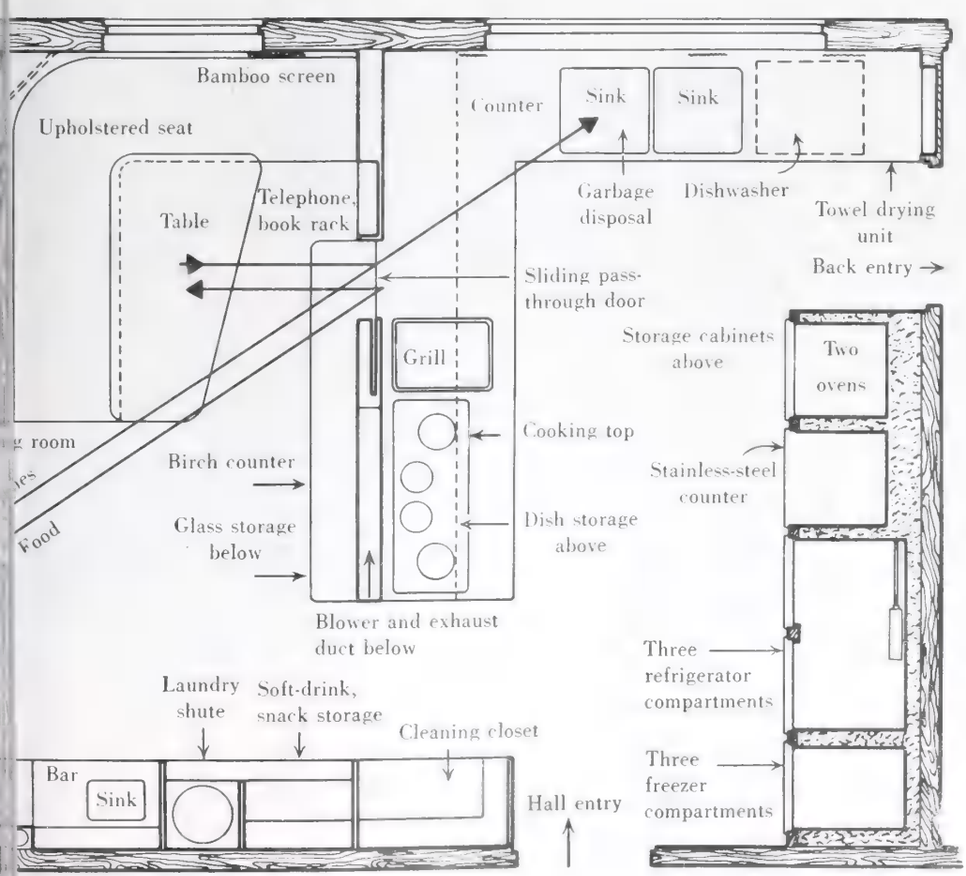
Drawing and photograph show fan located in basement, connected to inlet duct from kitchen above, and to outlet duct extending through outside wall of basement.



The children's own "bar," *stocked with soft drinks, also contains a big supply of snacks of all kinds, for both children and grown-ups. These storage units run along one end of the breakfast room, once the old pantry. Note that laundry chute within this closet serves both second floor and kitchen, runs down to basement laundry.*



The compact bar, *concealed behind handsome double doors of birch, is a unit complete in itself. It has its own stainless-steel sink and counter, glass shelves against mirrored walls for quantities of glasses, door shelves sized for the bottles they hold. Recessed ceiling light, towel ring, drawers for openers, coasters add up to convenience.*





Storage engineered *for a specific purpose is one of the secrets of a good kitchen "filing" system. Note cutlery fitted into slots for good care, safe use, silver compartmented in tarnish-resistant cloth lining. Thoughtful and detailed planning like this is necessary if you want a truly efficient, organized kitchen.*

Please turn the page

How a member of the school board streamlined her housework *continued*

BEFORE



A narrow counter *gives you little working convenience. Contrast the one above with the generous 30″-wide counter in the new kitchen (right).*

AFTER

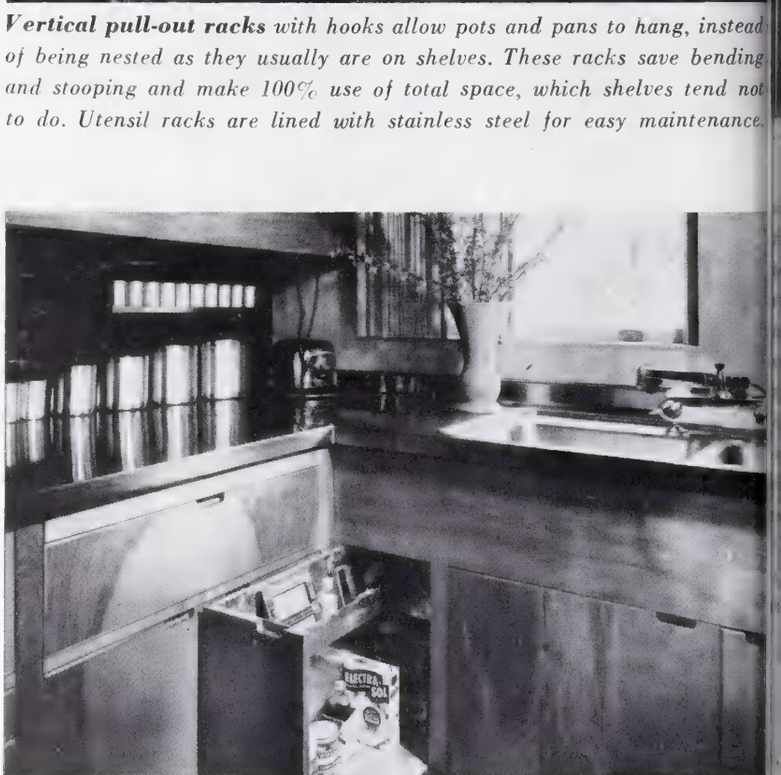


Vertical pull-out racks *with hooks allow pots and pans to hang, instead of being nested as they usually are on shelves. These racks save bending and stooping and make 100% use of total space, which shelves tend not to do. Utensil racks are lined with stainless steel for easy maintenance.*





A stainless-steel refuse container, *custom-designed and -built, hangs on inside of sink door, is removable for emptying, cleaning. Garbage disposer in sink takes care of all grindables.*



Soaps and cleansers *have their own pull-out compartment beside the sink, lined with galvanized metal. For cleaning pots and pans Mrs. MacKenzie uses a "Dishmaster," a spray-brush which delivers "detergentized" water on demand at the push of a button. It can also scrub vegetables.*

More information about this kitchen on page 18



of the great step-savers in remodeled kitchen is the through, half-way down the between kitchen and break- room. It saves time both in ng meals and in clearing up wards. The marble top of reakfast table and the up- ry fabric on the built-in belong in the easy-to-keep- category. Note the absence rt-catching pulls or hinges pboard doors and drawers, ed by recessed finger pulls.



nd Mrs. I.H. MacKenzie, Owners
d Elliott, Kitchen Designer
and Zimmer, Construction

PICTURES BY SCHNEIDER & ASSOCIATES
ICTURES BY NOWELL WARD & ASSOCIATES

PHOTOGRAPH BY GEORGE LAZARN



Only in the advanced times of 1953 could you serve forth so much good food in so little time with so little effort. Chain cooking, which means foresighted thinking, planning, shopping, and storing, makes it possible. Chicken for this Americanized "Coq au Vin" was braised and almost-but-not-quite cooked weeks ahead, then stored in the freezer. Small whole Belgian carrots, silver-skin onions tiny new potatoes came out of cans, were added at the last minute. Chain store pâté was elegantly brandied, frozen in party-size portions along with crusty hearth bread. Also from cans and bottles came Greek olives, Turkish peppers, and pistachio nuts.

Complete menu, recipes, and kitchen information on page 213

How to escape cooking three meals a day

The DAILY ARTS OF GOOD LIVING

THE MODERN EPICURE

A report on how you can eat better with less work, if you make some changes in your habits of meal planning, shopping, cooking, and storing. These new practices House Beautiful calls CHAIN COOKING

By Elizabeth Gordon

How House Beautiful discovered the new trend in kitchen management we call CHAIN COOKING

After the war, as we visited the best-run homes and poked into details of how the occupants were living, we began to notice that people were using their freezers for other things besides the storage of raw food supplies. We have watched this tendency grow and noticed that something basically different was appearing in the cooking and shopping habits of families on all income levels.

By spring of '52, we had collected enough facts so we could write down the principles of this new way of operating in the kitchen. We gave this collection of principles to seven women in different parts of the country, with totally different family requirements, and asked them to test their value, to live by them in their entirety, and report on their feasibility. Without exception, they say Chain Cooking is THE modern way to run a kitchen. Best of all, they have each improved on the basic principles and are sure their own personal elaborations are better than anyone else's. Nice thing is, they are all right.

This article is an introduction to the general idea. But other articles will follow, giving the personal experiences and conclusions of various women who have practiced Chain Cooking as described in the adjacent article.

The sopranos who keep apologizing on the radio that "if I'd known you were coming, I'd have baked you a cake" must be real old-fashioned characters, completely out of touch with today. For most of the modern women we know always have two to six cakes tucked away in their freezers. The unexpected guest would cause no flurry, for by dessert time one would be thawed and ready to cut.

These cakes, for which time has been made to stand still, are cached away for all kinds of futures. They have diverse and interesting origins. They may have been made at home, two or three at a baking. One may have been picked up at a church cake sale. Another may have been bought out of a caterer's window, because its pink icing exactly matched a certain pink organdy tablecloth. When our lady-of-the-house bought it, she figured her only problem was to remember to have the cake when she used the cloth. Wouldn't it be fun, she also thought, to serve raspberry mousse with the pink cake? So she planned to make a couple of quarts of raspberry mousse the first time she saw some good raspberries.

Here, in a nutshell, you have a sample of this new point of view about cooking. People are doing the shopping, cooking, planning, and storing of the parts of many meals, weeks in advance. They are enlarging their larders with the best things available and without any special reference to when they will be used. They are creaming the markets and produce (*Please turn page*)



stores, buying things when and where they find them with knowing exactly when they will be used. They are making preparation of a recipe provide *partially finished* or *all-re* parts for several later meals—but not consecutive meals. new point of view has nothing to do with leftovers. It is interlocking of meals—often widely-separated—in time in menus.

House Beautiful finds that the new Chain Cooking poi view always emphasizes *eating better*, rather than dollar e omy, although that too is often involved.

One woman put it very well when she said, "I always feed family better on the days I've been away from home, bec I guess I feel guilty for having been away. Those are the da take my choicest things out of the freezer."

When we examined her freezer, we found that she like use it for her prize recipes which she has cooked in qua (3 or 4 meal-size servings) and packaged in meal-size tainers. She regards her freezer as a bank where she has st the jewels of her larder. And she has such a variety of jew set and unset—that she feels she can meet any situation moment's notice, just as people with a lot of money in the can indulge in an impromptu fling.

But don't get the idea that Chain Cooking is *only* qua cooking and freezing. It is all that—and more. It is range cooking, as opposed to one-meal-at-a-time cooking, quantity *thinking* as well as quantity production.

Chain Cooking is really a point of view—a modern, so ticated point of view—born of our having lots of equip fantastic variety in our food supplies, and a rapidly gro familiarity with how they can all be manipulated togeth produce epicurean eating with greater ease.

When you practice Chain Cooking, you regard food bu and food preparation as an inter-linking process, so tha work of doing one thing will be made to aid 3 or 4 o meals. You regard cooking in larger units than single m As a result, some of the work of gathering together each (at store or stove) helps the getting of many future m The meals so linked may be separated (*Please turn to page*

12 pie shells in 12 minutes

Use 7 packages of mix instead of 6, so that you'll have generous amounts. Mix according to package directions. Roll between 2 sheets of wax paper. Prick pastry with a fork through the paper, then line one pie pan and stack 3 rounds of pastry complete with the paper on top. Place these 4 pie shells in each "Pie-ette," a storage box especially made for pie shells. There will be 2 pieces of paper between each round of pastry. Store in freezer. The pastry thaws almost instantly, at least enough to be malleable. Paper peels off like a breeze when the pastry is chilled or frozen. It's unnecessary to completely thaw crust before baking. You'll get better pie crust if you don't. For very tender, flaky crust, set in a cold oven. Bake as usual.

PHOTOGRAPH BY HI WILLIAMS



DRAWING BY ALAN DUNN

AN OPEN LETTER TO HUSBANDS

By Joseph A. Barry

Gentlemen,

While you've been away in the office, I've been visiting your homes. And before I go any further I'd like to report one thing right off:

Women are positively as efficient as we think we are.

I don't know about you, but I'm a happy and impressed man—and a much improved husband—as a result of this discovery. After talking to your wives, I now have some idea of what my wife manages to accomplish. It's very impressive.

Our wives are not at all bitter: that is, they're not *all* bitter about how little most of us know about their daily activities, and how well they perform them. Speaking for myself, I have always had a sort of Baconian point of view. "A wife," I was wont to quote, "is a young man's mistress, a middle-aged man's companion, and an old man's nurse."

I repeated this recently to a housewife in California, as proof of my thorough appreciation of woman's contribution to the history of man.

"Yes," she said, "a wife is all that—mistress, companion, and nurse. But she is also cook, hostess and secretary, chauffeur, shopper and psychologist, maid, governess and valet. I'll skip her outside affairs."

"Imagine," she said, "if a husband had to hire a dozen people—the jobs are obviously more than one person can legally handle—to replace his wife. Think of the cost. No, the devil with the cost," she said, warming to the idea, "think of what the husband would have to plan in the way of regular days off and paid vacations!"

Mind you, I did *not* leave this housewife brooding over the advantages of a career with regular days off vs. marriage with none. She had already worked out her marriage, a very happy marriage, by the way, with the (*Please turn to page* 185)

HOUSEKEEPING BY CONTRACT



By Joseph A. Barry

Once in a blue moon we meet someone, otherwise normal, who likes to wash dishes, make beds, dust and sweep. We keep hearing about such ideal women, usually from wistful men, but we rarely meet them.

But there are some, I suppose, who like to make copper pans shine under their hands, while others would rather watch them shine under someone else's. Some like to launder, others don't. Some like to iron, others dread it. One woman's meat is another woman's poison. That's what makes a human race.

Once upon a time many of us had servants to do the things we didn't like to do, so we'd be free to do the things we liked. For one reason or another (income taxes and full employment are only two), sleep-in servants have become hard to find and harder to keep. Even those who can afford it often prefer not having someone foreign around day and night.

So the great domestic riddle is posed: How do you keep a servant on hand, not underfoot? The answer: *housekeeping by contract,*

Borrowing a leaf from big business, women are now contracting for those aspects of housekeeping they'd rather pay someone else to do: daily dusting and bed-making, vacuuming and laundering, washing windows and scrubbing floors. One woman we know has contracted for someone to take charge of her wardrobe—shopping for lost buttons and sewing them on, airing out clothes and putting them away in moth balls, taking dresses to the cleaner and putting back the hems when they come out, and so on.

How does this differ from sleep-out maids? By being a contractual relationship which is paid for *not by the hour but by the jobs done.* A fixed weekly or monthly sum is agreed upon by both parties for specified tasks regularly performed. If they are accomplished in two hours, three hours, or one and a half hours a day, it doesn't matter, so long as they are done.

What are the advantages? You no longer feel obligated constantly to supervise a servant to see to it that you get a full hour's work for a full hour's pay. Your relationship is less intimate, more like that between you and a carpenter. You don't worry about paid vacations, meals, carfare or, often, social security. And the person you contract with feels far more self-respecting.

So appealing is this system that more and more metropolitan centers are beginning to enjoy commercial house cleaning services. People are contracting with various agencies to supply them with regular service, as many times a week as required. (You might check your area by looking up *House Cleaning* in your classified phone directory.) Thus they are relieved of finding, hiring, and training domestic help, only to discover one morning that said help has quit. They leave it entirely to the agency to keep their house clean and themselves happy.



When the Loomis family farmed out the work," they retained the pleasure of c for themselves, but made it easier b two electric broilers and a dee that work while family entertains

How o

If you are at all intrigued with the idea of "housekeeping by contract," or to put it in the vernacular, farming out the dirty work, then the experience of the Loomis family is for you.

Dr. and Mrs. Alfred Loomis of East Hampton, N. Y., wanted the advantages of servants, but none of the disadvantages. So they worked out a scheme that gave them the first but eliminated the second. They made a formal agreement with various people to do the things in their house *they* didn't want to do, so they could spend their time doing the things they did want to do—particularly the cooking.

They contracted with a local housewife, who wished to supplement her family income, to come in every morning to do just three things: dishwashing, bed-making, and general cleaning. (The Loomises supply her with an electric dish washer, two vacuum cleaners, and

THREE PHOTOGRAPHS BY GEORGE SMALL



In order to simplify cooking and so keep it a pleasure, they reorganized their kitchen by opening their shelves for utensils in daily use. All things are grouped to save steps and motions. Spoons and spatulas hang on far side of stove



They have removed the doors from pantry closets and keep two carts ready to be loaded with everything for setting the table. Carts are also used by the Loomises for serving and clearing in a new time-saving way (read story below).

ıily farmed out the "dirty work"

labor-saving equipment.) She ar- after breakfast and leaves as soon is finished.

ey contracted with another house- to come weekly, get the laundry, n her own home, and bring it back. ey contracted with a local land- company to cut the grass regularly ke care of the grounds.

at made them decide to housekeep ıtract? Two things: First, the old- ned system of sleep-in help had them feel like servants of their ts and yet, second, they wanted ne to do the dull, routine jobs to hem for family fun and private ts. (Dr. Loomis is a research sci- Mrs. Loomis a sculptor. Their oys pursue several hobbies.)

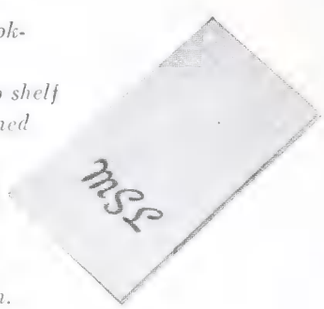
added up all the hours I used to chauffeuring the cook and the ," Mrs. Loomis told us, "the com- I had to listen to, the quarrels I had to referee, the long hours I had spent in employment agencies, how much I fretted for fear late guests would annoy the cook, how I hesitated asking someone to dinner on the spur of the moment. I talked it over with my husband and together we worked out this new system. Now we have heavenly peace of mind *and much less work for me* to do."

So, the uninteresting but necessary jobs in running a house are now done by outside, contracted help. The Loomises have reserved for themselves the cooking and serving.

Why didn't they hire a contractor for these services? "Because," Mrs. Loomis answers, "to be convenient, meals should be flexible. We like to feel free to decide at the last minute to dine out or to invite friends. We like to have our meals at hours which might vary with the weather or (*Please turn to page* 156)



Mobile carts are the key to the Loomis efficiency in cooking for guests painlessly. Here is a "Hotable," the top shelf of which is electrically warmed



Even disposable napkins can have style, with a well-designed monogram on them.

EASIER BY THE DOZEN

A new trend is showing up in American living. Women are going to the grocery store less often, buying more at a time. This report tells how stores are helping people to save time, trouble, money

By Priscilla Langewiesche

Women are discovering that if they can rid themselves of the routine, mindless aspects of housekeeping they gain time and energy for things besides housekeeping: community affairs, music, the arts, business, travel. Then too, families are bigger than they used to be. If a woman wants time to have fun with her children, she must save time on her housekeeping chores. Life has so much to offer to those who can find time to live it to the full.

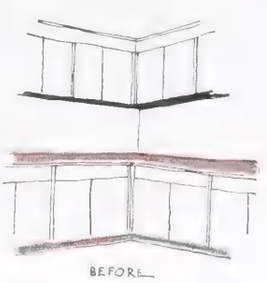
Women will stop at nothing in order to equip their houses with the latest time-saving devices. But it makes no sense to save minutes in the kitchen, and then dawdle away hours in the grocery store. So they have begun to shop once a week or even less often.

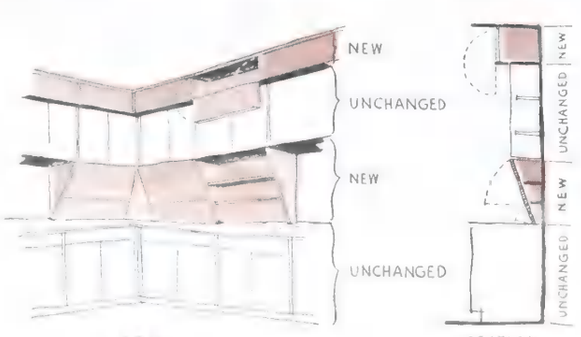
The trend has sort of sneaked up on us. If you're old enough to remember housekeeping just before the war, you know it's real. Remember? You started out buying a few packages of frozen food and sticking them in the ice-cube compartment of your refrigerator. Then you filled the larger freezer-compartment of your postwar refrigerator with a week's supply. Then you began to see you needed a big regular freezer. Then maybe you began to buy your regular supplies in larger and larger quantities. Lots of people have caught on to the fact that quantity buying and freezers go together.

But don't stop at that. The freezer is more than a place to store frozen food. It's the key to freeing yourself from the repetition and drudgery in the buying of *all* your groceries. Without it, you would have to go to the store, or order your groceries, several times a week anyway. *With a* freezer, freed from the necessity of buying perishable foods so often, it follows that other foods and staples should be bought in quantity too. Then you can really relax from shopping.

Fourteen ways to develop new food storage space where you think there isn't any

Use wasted kitchen space *near the ceiling for food storage, if there are 12″ or more available above the top cabinets. Make this storage 16″ to 20″ deep. Also make use of the space between counter and upper cabinets by having graduated shelves 4″ to 8″ wide. Add doors hinged at bottom.*

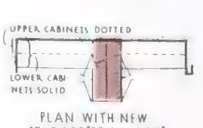


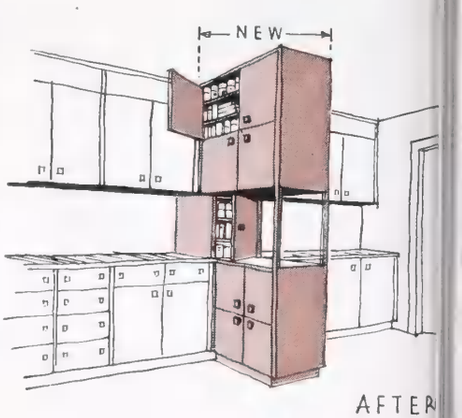




Add a peninsula *if you have a long stretch of kitchen counter and cabinets, thus making food supplies easily accessible from both ends of counter. Locate this where floor space permits the projection. Build the peninsula shelving continuous from floor to ceiling, or provide an open work counter.*







The grocery industry is already catering to this trend. Grocery stores have begun to offer many foods cheaper by the dozen or *by the case*. Stores which normally don't deliver have begun to offer a once-a-week delivery service for really big orders. The flash success of the "food plans" is also a sign. Though their promotion has stressed mostly the (somewhat dubious) money savings, their appeal to many housewives lies in the very real time savings and convenience they offer. One deal arranges for the food supply of many months. To help you streamline your own shopping, here is a roundup of facts and figures.

Cheaper by the Dozen

The most obvious appeal of quantity buying is that you buy more cheaply. It's not, in the long run, the most important gain you make by buying in quantity, but it all counts. What are the facts?

You can expect somewhere around 10% off on the following:

1. Frozen foods, if bought by the dozen. This means, of course, a dozen identical packages, such as peas; not simply a dozen assorted packages.

Main reason why stores are glad to make such a deal is the nation-wide shortage of "zero space." The frozen-food business has grown so fast that there is not enough freezer space in warehouses and grocery stores to handle the product. This keeps the volume of business, the variety of products throttled down far below what it could be. Your grocer will *not* have to clutter up his own precious "zero space." In effect, you do the storing for him; and for that, you get 10% off.

You'll find, by the way, that quantity-bought frozen foods will be in better condition than packages bought one at a time. Too often, the singly-bought package has that telltale hunk of ice on one side which shows that it has once been thawed slightly—perhaps between the store and your house. Such thawing and re-freezing take the flavor and goodness out of the food.

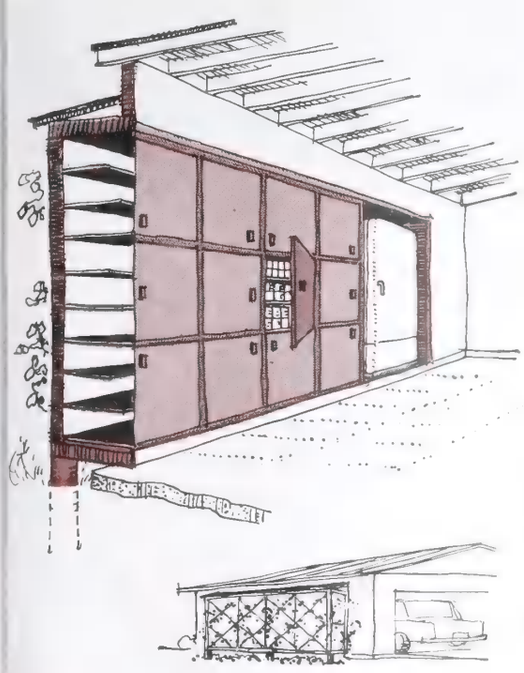
Of course this means *you* have to have the freezer space. And plenty of it. You'll find that a dozen each of only the basic vegetables and fruits that you use regularly will take up a lot of space.

Back to what to buy in quantity, and why it's cheaper.

2. High quality or fancy canned goods. You can get 10% off if you take a case. Note that this goes only for *fancy quality*, the *high-priced* lines. Most of the popular, nationally advertised, standard lines of canned foods are very closely priced. They are handled by the retailer at very small mark-ups. (Your grocer can't give you 10% off when his own mark-up is perhaps only 5%.)

3. Private labels. What's a private label? Most stores carry a line of canned goods, frozen goods, packaged goods such as noodles all under one name—let's say "Taste-Good." The store (or group of stores), through its agents in the trade, has goods of a certain quality selected and put up under this label. Private label merchandise is usually good, standard merchandise—*not* rejects, grade B, "bad packs," etc. Private label business is quite profitable to the stores, and many of them are willing to sell their own "private label" merchandise cheaper by the dozen.

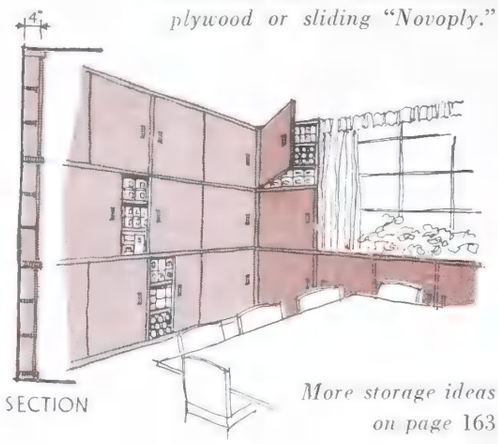
(*Please turn to page* 162)



Extend garage at side or end *for home-freezer space and food storage shelving. 20″ is good depth. In effect, extension is a large, shallow bay without windows, but with well-insulated floor, walls, and roof. For simplicity of construction, make new roof abut side of garage, not garage roof.*



Line walls with shallow shelves *for space-saving, accessible food storage in the kitchen-dining area. All existing wall areas could be covered with shelves 4″ deep, spaced 8″ or 10″ apart, supported by metal brackets. Doors can be hinged plywood or sliding "Novoply."*



More storage ideas on page 163

Step and Motion Saving in a 10′x12′ Kitchen

By Charlotte Conwa

Advance calculation of every need and function made this kitchen a success story

Some of these 18 efficiency ideas will apply to you. Study them and see how many you can adapt to help speed your work and make it pleasanter

- *Staples are stored in air-tight glass jars which instantly reveal what and how much are on hand.*
- *All shelves are open, saving hundreds of motions involved in opening and closing doors.*
- *Shelves go higher than usual, adding to storage space, but are reachable by two sets of built-in steps.*
- *Empty cans go down a chute to the basement.*
- *Trash is burned in a built-in incinerator, right in the kitchen.*
- *A disposer in the sink eliminates food waste materials before they become garbage.*
- *A ventilated "cooler" stores fruits and vegetables not requiring refrigeration.*
- *Chopping and mincing boards are lower than the work counter for better and speedier elbow action.*
- *A hidden gas burner is used for singeing fowl, removing tomato skins, also in case of power failure.*
- *Four implement and cutlery drawers are located in appropriate parts of the kitchen, so no steps are needed to reach cooking and mixing tools.*
- *There are two pass-through openings, one to the living room, one to the hall leading to garage where supplies are delivered.*
- *Compartmentalized storage drawers give maximum use of space.*
- *Can opener is mounted on wall at the sink.*
- *Dispensers of paper towels are placed at several points.*
- *The work counter converts quickly to a serving and buffet counter.*
- *The vinyl floor needs only damp mopping.*
- *Dishwasher is placed so it unloads into shelves directly above.*
- *Frequently used pots and pans are hung or stored in easily accessible places, eliminating constant opening and closing of cabinets.*

This kitchen is like a thesis. Before putting line on paper, its owners, the Palmer Field studied to the minutest detail the way they want it to work for them and how they wanted it save them work. It was dimensioned and custo built to meet their careful specifications. Wh they could not find available the convenienc they wanted, they invented them, often built the themselves. The result is unconventional in ma respects. It is a specific kitchen designed for sp cific people and their work habits. Since peo are not standardized, why should kitchens standardized? This particular kitchen freed t Fields for many additional activities, because is packed with the businesslike thinking an exec tive applies to the organization and running of h business. Study the principles for your own bene



e: Path of work follows the of a triangle, from stove to o refrigerator and back. To space, a 30"-wide stove was d, but it has standard four g units, big capacity oven, is to quantity cooking. Note eachability of tools, supplies. Shelves over sink and dish- are sized for specific items, ay an efficiency engineer plan them. Dishes from dish- r store on shelves directly to avoid waste motion. High ws open to allow good air cir- on, are natural source of light.



: Alcove arrangement of this n relates it closely to both and dining rooms. This open- f plan permits Mrs. Field to y a step away whenever she siness in the kitchen. It also a spacious look, though ac- the kitchen is small.



PHOTOGRAPHS BY ERNEST BRAUN

This view explains the kitchen is in center of things, h takes only a few to serve any part house where you're to eat. From the you look into the room and over th separating partiti the kitchen.



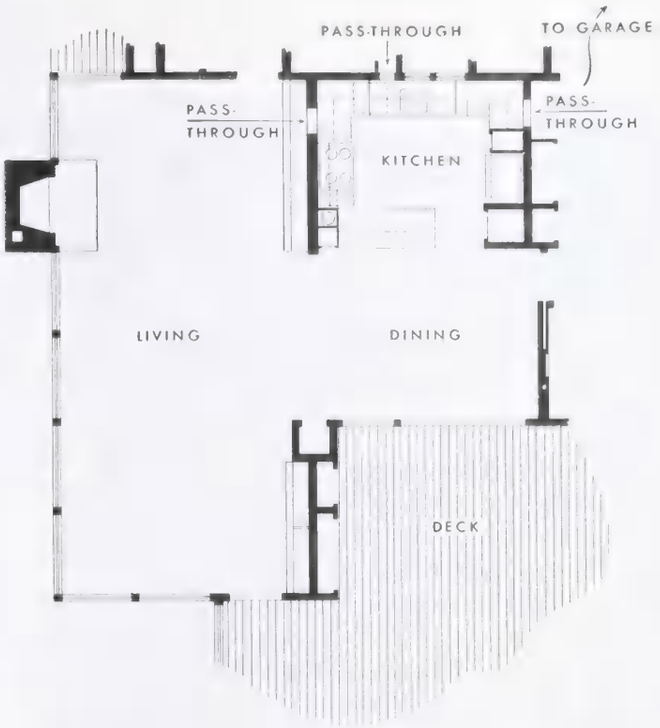
From the kitchen look over the low co partition to dining deck beyond, and of the living room kitchen seems than its actual 10' dimension, becaus open planning carries the eye b actual kitchen

ep and motion saving in a 10′x12′ kitchen *continued*

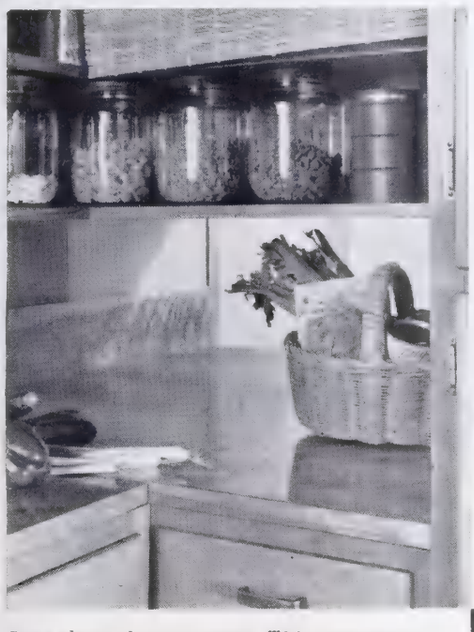
Owners: **Mr. and Mrs. Palmer Field,**

Architect: **Donn Emmons of Wurster, Bernardi & Emmons,**

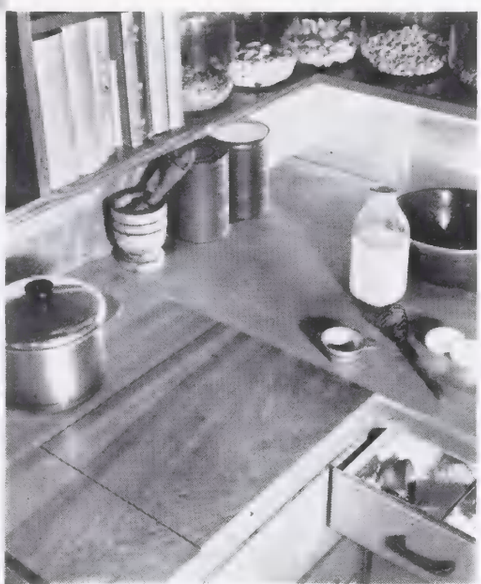
Deck designed by **Thomas Church**

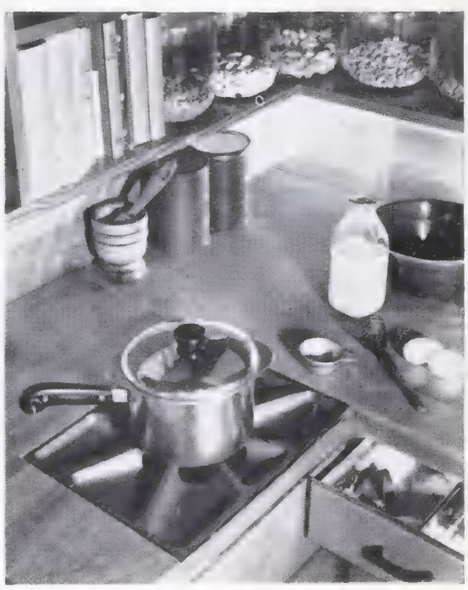


Today when almost all families eat "all over the house" and out of doors, too, a centrally located kitchen is the answer to serving all areas with a minimum of steps. See how closely this kitchen relates to other rooms.



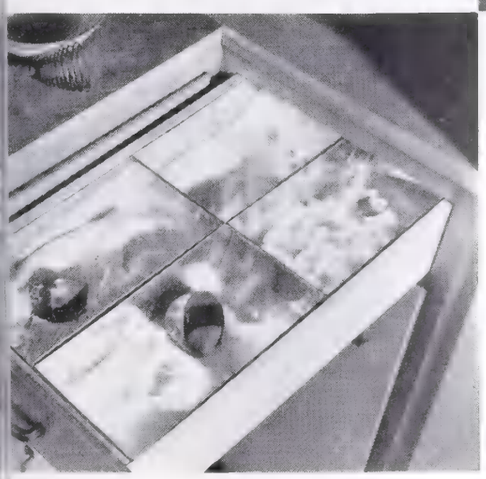
Pass-throughs save steps. This one opens into hall leading to carport to facilitate unloading deliveries and to childrens' rooms, when tray meals are in order. Packaged foods are stored in glass containers to keep fresh and to give uniform appearance on open shelves.





Concealed under a counter is an auxiliary gas burner for use in a power failure, for singeing fowl or for quickly removing skins of tomatoes. When not in use, it is concealed by an asbestos-lined cover of wood, neatly fitted into work counter, all but invisible.

Each compartment of this drawer contains five pounds of sugar or flour. It is located above a cupboard which holds mixing equipment, and right next to the refrigerator. Thus it takes few motions to assemble tools and ingredients.



Please turn the page

Step and motion saving in a 10′x12′ kitchen *continued*



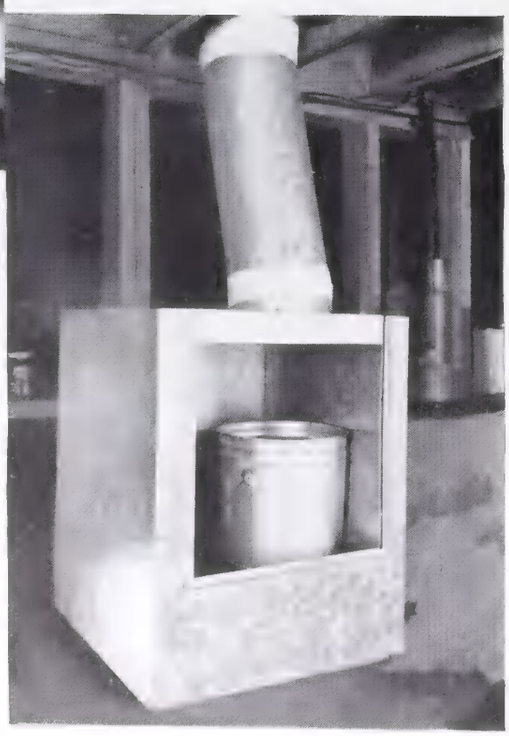
An ingenious, double-purpose counter is mounted with a pivoting hood arrangement which acts like a screen. Food is placed on counter from the kitchen side, screen is pivoted open on dining-room side, and family and guests help themselves from the "buffet."



When rolled back for dining-buffet use, the screen conceals ki disorder. Shelves underneath on dining side have flat-folding, hi doors, store china and linen. Thus, setting the dining table serving a meal are matters of practically no steps, few motions.



A chute to the basement for cans and non-grindable waste is located in counter between sink and range. Chute is an ordinary 10-inch furnace flue with a flush lid on top and a large waste receptable below in basement.



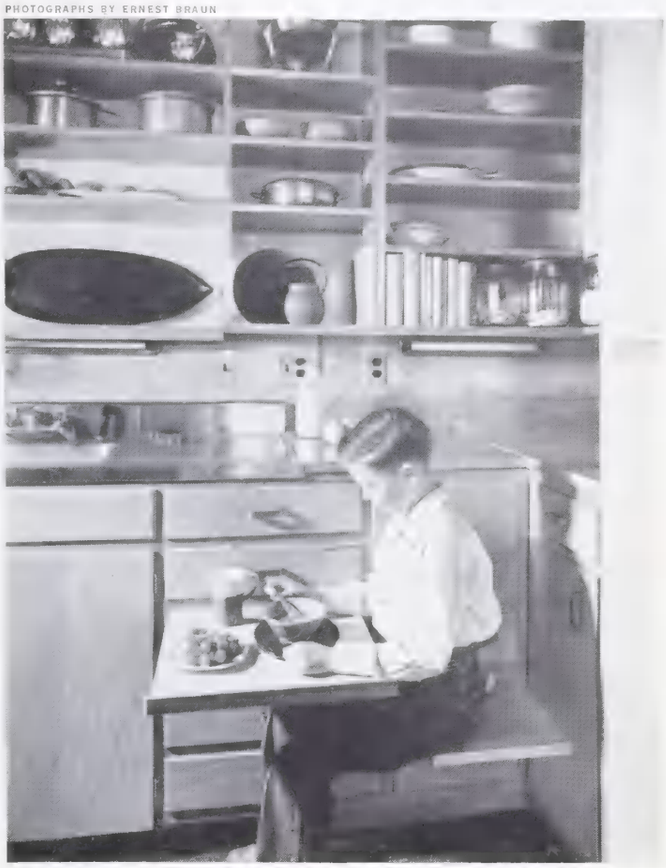
Paper, cartons, cellophane, all wastes that c go into the garbage disposer are burned quic in incinerator beside electric range. For app ance' sake, the flue elbow is boxed in with same wood as that of the walls.





A pair of pull-out shelves is fitted into banks of drawers near sink. Made of sturdy oak, varnished, they can be used as steps to reach high shelves, or as table and seat for snacks. Top pull-out is reversible, one side for chopping, one for eating.

PHOTOGRAPHS BY ERNEST BRAUN





Open planning, with the kitchen visible from other parts of the house, means extra care about appearances. Refrigerator is recessed under and between cabinets, its door covered with gum plywood to match cabinetwork. It is raised on a low platform to save bending motions. Trays and hollowware are stored above, vegetables in ventilated drawers at left, large pots and roasters in their own cabinet at right.

For more about this time- and motion-saving kitchen, please turn to page 194



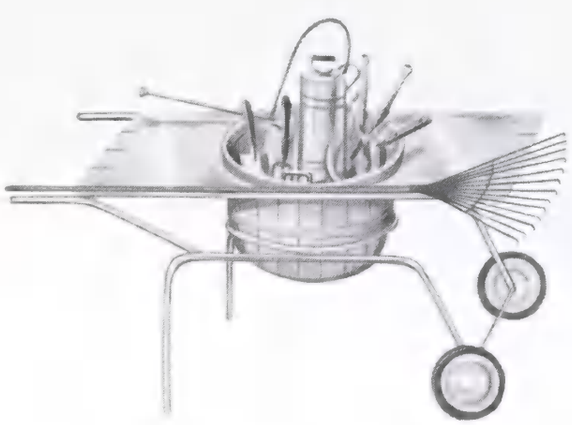
Cut out slow hand trimming around steps. Surround them instead with a ground-cover plant like ivy, as here, pachysandra, or myrtle (April, page 160, for ground-cover details).

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



Permanently green ground-covers are the answer for shady places where grass won't grow without pampering. This is pachysandra.

29 ways to save work in your garden



Wheel your tools along with you. This step-saving gadget was made from the wheel base of a "Cook-'N-Kettle" barbecue. Ordinary bushel basket fits in hole made for barbecue.

If you are spending too much time and energy taking care of your garden, here are 29 proven ways used by other people to eliminate work

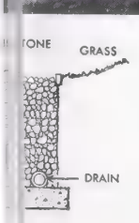


THOMAS CHURCH, LANDSCAPE ARCHITECT

Here are 3 work-savers: flowers up out of the way of children and pets; a mowing edge to eliminate hand trimming; and garden seating that takes any kind of weather.

2 PHOTOGRAPHS BY MAYNARD PARKER





Water left to run downhill will cause serious erosion damage to your lawn. Drain system here eliminates washing, doubles as mowing edge for lawn. Retaining wall offers seating space.

You should landscape to eliminate work and look for ways to cut working time

1. Install mowing edges between lawn and flower or shrub beds.

2. Eliminate hard-to-mow corners and sharp curves in lawns.

3. Remove isolated shrubs in lawns, or surround them with gravel and a mowing strip.

4. Add a garden work center so equipment is handily stored, easy to find, and in good condition.

5. Rely on architectural structure to keep garden handsome even when out of bloom.

6. Use low-upkeep types of fences and walls, hedges only where their softness is really needed.

7. Confine vegetables and herbs to raised beds that make attractive pattern all year.

8. Practice pot-gardening to keep a *small*, manageable area always colorful.

9. Elevate plant beds to eliminate stooping; combine them in tiers for more color.

10. Keep espalier plants at a paintable distance out from walls, or hinge their supports.

11. Pave lawn areas where foot traffic is heavy.

12. Provide a ramp for wheeled tools and equipment.

13. Build a fire pit for trash.

14. Use masses of a few kinds of plants, not assortments.

15. Spray weeds away chemically, best before sowing seeds.

16. Feed generously to promote heavy growth and deep roots.

17. Mulch the soil with peat or vermiculite to retain moisture and discourage weeds.

18. Use the new chemical "edgers" that keep grass from growing, or use a power edger to trim around unavoidable lawn obstructions.

19. Rely on power equipment to take work out of gardening.

20. Buy started seedlings and bulbs (even roses) in pots.

21. Put seedlings directly into big pots; dispense with shifting through a series of small pots.

22. Use mechanical plant-food spreader, or feed one of the new quick-dissolving foods (May, page 186) through the hose.

23. Use plant ties (like "Twist-'Ems") instead of string when tying up plants.

24. Keep tools clean and sharp.

25. Use a dipping well for filling watering cans fast and dunking potted plants.

26. Let mechanical timers shut off your sprinklers and hoses.

27. Rely on dusts instead of sprays for pests.

28. Avoid too-close lawn mowing, which leads to weeds.

29. "Condition" poor soil chemically (March, page 134-135).

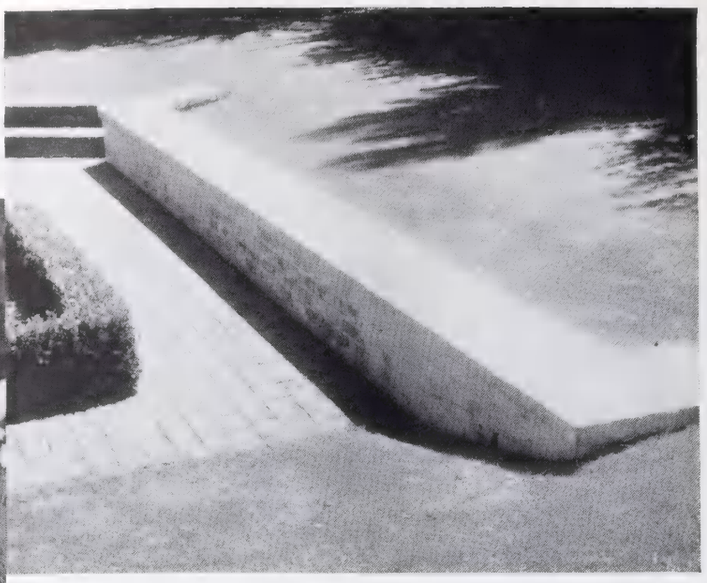
Some flowers require more attention than others. To learn about work-free flowers that save time and energy, see pages 148 and 221.

29 ways to save work in your garden *continued*

DESIGNED BY BURPEE SEED COMPANY FOR 1953 NEW YORK FLOWER SHOW



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



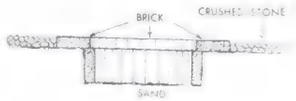
Wheeled garden tools are great work-savers provided you don't have to lug them up and down garden steps. If you garden on several levels, be sure to provide ramps for mowers, etc. Often the ramp can be located alongside the steps, particularly for service paths. But where steps are a prominent part of the landscape, put the ramp elsewhere, as here.

Double-tier your flowers to get more show from fewer plants. Raised beds (left) are easier to care for—less bending for you—and they are good for your plants, too, because they are up out of harm's way. Keep combined bed width less than 5 feet for easiest working distances. Add a fence behind the flowers as a "backdrop" and to cut wind damage.

PHOTOGRAPHS BY PHIL FEIN







There's always trash to burn in a garden. Here's a simple firepit, large enough for the biggest fire you should ever have in a garden. Big fires get too hot, result in permanent damage to trees and shrubs.

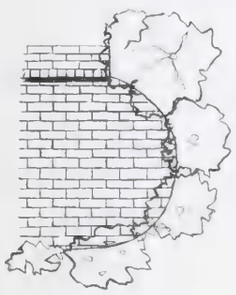
Let your pavings flow around your lawn, surrounding it on all sides so there is always a mowing edge between the lawn grass and the flowers that want to sprawl and spread. Here pattern design of fence in background also keeps flower bed presentable even when plants are small or are scarce, also offers support for tying up wind-blown plants.



House plants indoors in the summer are an unnecessary chore. They'll do better, too, both in the summer and when indoors again in winter, for having had a fresh-air vacation. Assemble them in a shady, not too breezy summer home close to a water tap and where you can spray them easily.

DESIGNED BY N. Y. STATE NURSERYMEN'S ASSOCIATION FOR 1953 NEW YORK FLOWER SHOW. PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

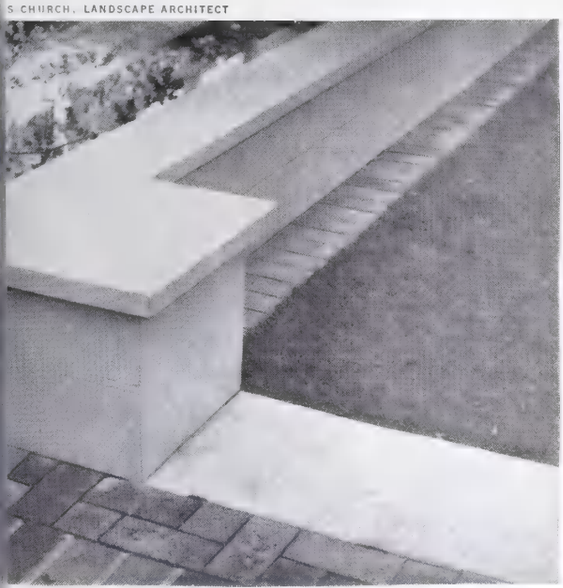




awly shrubs, like these handsome broadleaf greens, are a nuisance if you must fuss stantly to keep the junction neat between ib border bed and the lawn. If your "lawn" is small, convert it to a paving that goes t under sprawling branches.

More about these garden work-savers on page 221

S. CHURCH, LANDSCAPE ARCHITECT



ing garden upkeep time needn't result in a drab len. Your garden can have a handsome, tailored even when out of bloom if you take advantage of he built-in work-savers that can come through good gn—mowing edges, raised seat walls, strong ground ern from contrasting materials.

PHOTOGRAPH BY MAYNARD PARKER



Trees in the lawn won't slow up your mowing or require later hand trimming if you isolate them in a brick-bordered crushed bluestone arrangement like this. Cost is trivial; "cure" is permanent. Any weeds that may start in the bluestone quickly succumb to chemical weed-killer without danger to your shade tree.

They designed their house to enrich their family life

ALL PHOTOGRAPHS OF THE LIPPINCOTT FAMILY BY JOHN EN



Thanks to a house that serves them without demanding a great deal of serv return, the Lippincotts have time to enjoy the pleasures they have long pla

The Lippincotts knew exactly what they wanted from a house and they set about getting it. Result: They now have a modern home so easily maintained that housework is done by 10:30 A.M. Thus each of the parents and four children has time for individual pursuits as well as family pleasures.

Everything about their house shows the same thorough planning for the sake of a better family life. The site was chosen so that the children could walk to a nearby school without crossing a main road. The split level was fully exploited to provide an upper adult terrace separate from, but with easy supervis a lower children's terrace. On the lower level too are th dren's playroom and workroom.

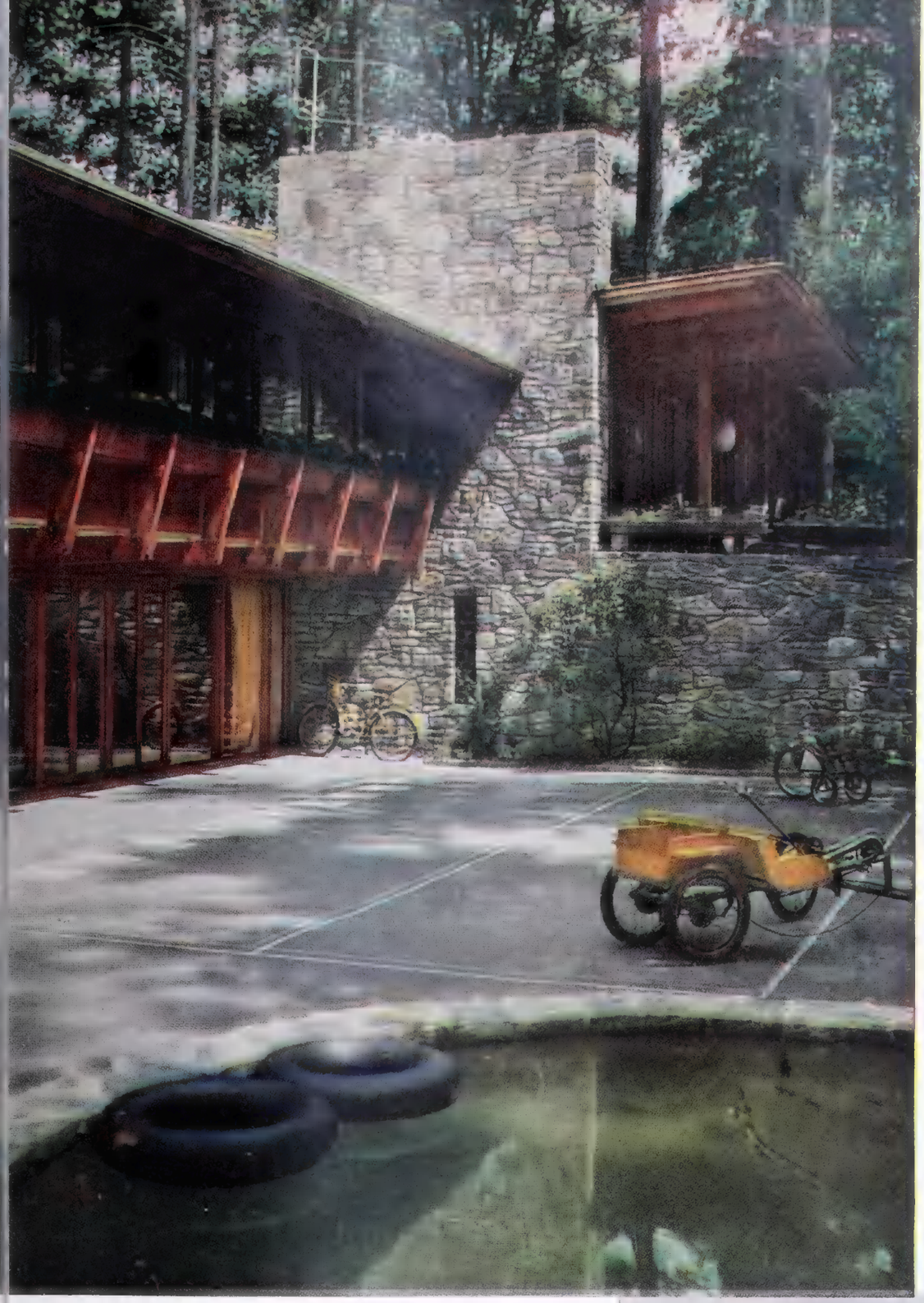
Each child has his own bedroom, because their encourage each one's individuality and provide for it. children are so full of their own projects," Mr. Lippincot "that they don't even have time to ask for television, mu look at it." The structural materials, most of whi stained, not painted, as well as the (*Please turn to pag*

ALL PHOTOGRAPHS OF THE LIPPINCOTT HOME BY GEORGE SMALL





The playroom on the lower level is designed and furnished for hard daily use. The tile floor not only merges with the paving outside, but also provides a durable, easily hosed-down surface for the children's more active pursuits, such as club meetings, dancing, and painting.



Mr. and Mrs. J. Gordon
Lippincott, Scarsdale, N. Y.
Owners

Lippincott & Margulies, Inc.
Designers

Roy S. Johnson & J. Stein
Architects

Bryan Lynch
Landscape Architect

This house takes advantage of the change in grade of its site by creating two terraces, the lower for children, upper for adults. Note how beautifully house is integrated with its natural surroundings.

There is direct, easy access from the living room (left) to the upper terrace. The "tweedy" rug is designed to show few signs of the constant traffic it undergoes.

The upper terrace (right) permits parents to enjoy an outdoor area of their own, separate from the children's below, but with the possibility of supervising their play.







ty of the dining room not only in its colorful with the garden out- also in its ease of up- the durability of its Floor and steps are with rich but practical le. Chairs employ dirt- e-resistant cellophane.

kfast nook (right) in of the kitchen is simi- to maintain. In addi- on floor there is hand- e-free tile on the table in bench is upholstered shable supported plas- walls here, as through- ouse, are of rugged cy- eling.

esigned their house

ch their family life *continued*

gs of the house were deliberately chosen for the abuse d take and the ease of their upkeep.

s a house that co-operates fully with the people in it. them without demanding much service in return. It mplete shelter as well as delightful participation in a rly lovely site. It provides rooms for family activities, for private withdrawal. It is a remarkably successful ation of a house designed for an efficient, full, and perience for the whole family.



Additional sink is convenient for flower cutting, mixing drinks, washing vegetables or hands.



ere is a family pleasure rather than a s-a-day chore for a harried housewife.

Everyone, including five-year-old Steve, gets in on the act, somehow.





They have fun in this kitchen, because it's easy to clean up afterwards.

These work-savers permit the

The Lippincott home is a model of efficiency. The Lippincotts applied the first principle of efficiency by setting their goal and then making plans to achieve it. They set as their number-one target the fullest and richest family life with the time and place for everyone's special interests.

This meant, in effect, providing the architectural structure for a sort of democratic domesticity, space for independent, creative activity, as well as for joint pleasures. But it meant, too, the careful planning of work-savers, so that neither father, children, nor above all, mother would be a full-time slave of a house meant to free them. *You must save time to enjoy a full life,* and the Lippincotts built and furnished their house with this basic philosophy ever first in their thinking.

Materials, such as tiling, vinyl, plastic fabrics, and cypress paneling, were chosen for their care-free quality. The children's rooms are designed like compact ships' cabins, yet with an extra bunk for overnight visitors. Each child can easily keep his bedroom shipshape, thanks to the vinyl counters and plastic upholstery. The garden is planned for a minimum of maintenance, due to its paving, structural design, and permanent planting. The kitchen has so much storage room that Mrs. Lippincott can do quantity buying and thus eliminate daily shopping.



A care-free house means carefree children … a place of their own, providing room for … and hobbies, without burdening parents … clutter or the problem of cleaning up after th…



You can have a garden, and enough leisure to enjoy it, if you design your garden for a minimum of necessary maintenance. Simply do as the Lippincotts have done: Create spacious terraces for outdoor living; eliminate large, showy areas of lawn; design protective walls that also enhance; plant easily kept shrubs.



Painting, like all play, must be done with a sort … uninhibited, splashing courage. Here such play is e… couraged by the children's knowledge that the fl… floor and the table top can take all their exuberanc…

nily pleasures



A growing boy needs a rugged room for all his growing interests. Provide it with vinyl-topped counters, cover the beds with washable plastic fabric, and you'll free him from unnecessary worry.



n another view of fourteen-year-old Don's bedroom per, right). Plastic covers for the two bunks (one occasional overnight guest) make them into dirt- sofas. Bedding is stored underneath when not in use.



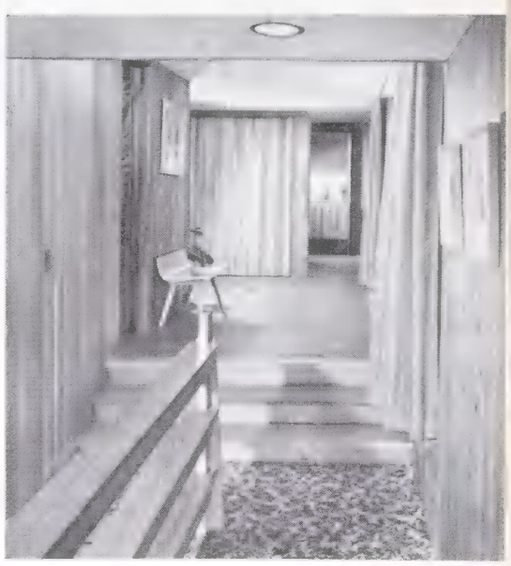
One of the greatest factors contributing to Mrs. Lippincott's free time for both her family and community affairs is the large storage and freezer space just off the kitchen. She need shop for staples only once every three or four months, for perishables once a week.



house is so designed that there are rooms for indil as well as family hobbies. In this workroom, next e playroom, the boys (and the girls) are taught the ical use of hand and power tools in the form of play.



Both boys can cook (in a fashion) and both girls are encouraged to try their hands, as well, at the tools in this well-equipped, well-planned and very well-lighted workroom.



Note the use of work-saving tile in the foyer at top of stairs. Also the track-concealing, "tweedy" rug running down the corridor.

(Please turn the page)

They designed their house to enrich their family life *continued*

These work-savers permit the Lippincotts to have the family pleasures you see on these pages:

A separate playroom which can be hosed down and where the clutter of playing children can be isolated.

A terrace whose paving is child-proof.

A place outside the entrance where dirty shoes or overshoes can be removed and stored.

A tiled, grease-proof kitchen with good work-space.

A pass-through from kitchen to dining room to facilitate serving food, setting and clearing tables.

Abundant and appropriate storage room.

A thoroughly understood sharing of the housework by each member of the family.

All these work-savers, in addition to those described on the two previous pages, were planned in detail and built-in where possible. However, many of their features can be incorporated in old houses; for instance, outside storage for rubbers, paving a second terrace for children, or developing storage room in unused corners and spaces.

Not only are such devices labor-saving, they are also the means for keeping house on a scale that our grandparents never dreamed possible. They save time, but never at the expense of a carelessly kept home. They make possible regular time-off for the housewife (*Please turn to page* 194)



The beauty of a practical house is the way it provides room for all kinds of activities and time for you to enjoy them, too. Here father and son prepare to test a diving helmet they have made together in the workroom, conveniently near the pool.



How much more practical and pleasurable is a paved terrace for children than a hard-to-keep lawn. They can use it for hopscotch, paddle tennis, shuffleboard or just riding around on their bikes.

Behind all this family fun is a house with work-saving features, such as bathrooms with durable tile floors and walls, ample counter and storage space. Note pull-out bins.





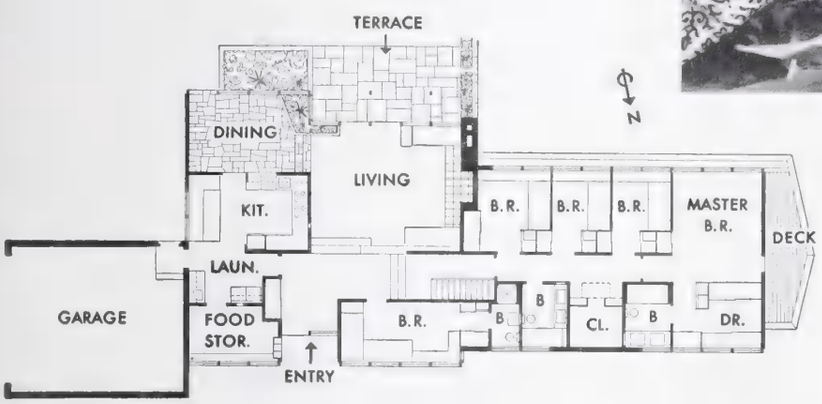
One way the Lippincotts keep this house clean with little effort is by carefully planning to keep dirt out, as above, by means of a built-in cabinet, just outside the front door, for housing dirty garden shoes, rubbers, and heavy overshoes.

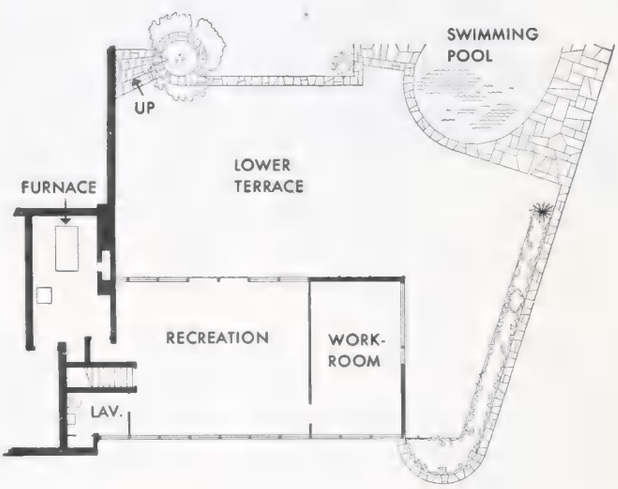
Here is the picture of a mother whose house is so organized and who has so organized her housework that she can thoroughly share with her children their growing awareness of the natural world around them.



Upper level

This home has much more living space than is contained in the four walls of the house, as shown in the plans below. Both upper and lower levels have direct, easy access to large terraces, from living room as well as recreation room. Note balcony off master bedroom.





Lower level

Skillful exploiting of a change in grade produced a split-level house which makes sense. On lower level, recreation room and attached workroom are neatly isolated from living, dining, and sleeping areas of the rest of the house on upper level.

An outstanding work-saver in this efficiently designed house is the pass-through between the kitchen and the dining room. It reduces many of the steps and motions involved in serving food, setting and clearing of table. In the picture on the left (below) you see pass-through open for use. In the one on the right you can see it closed.



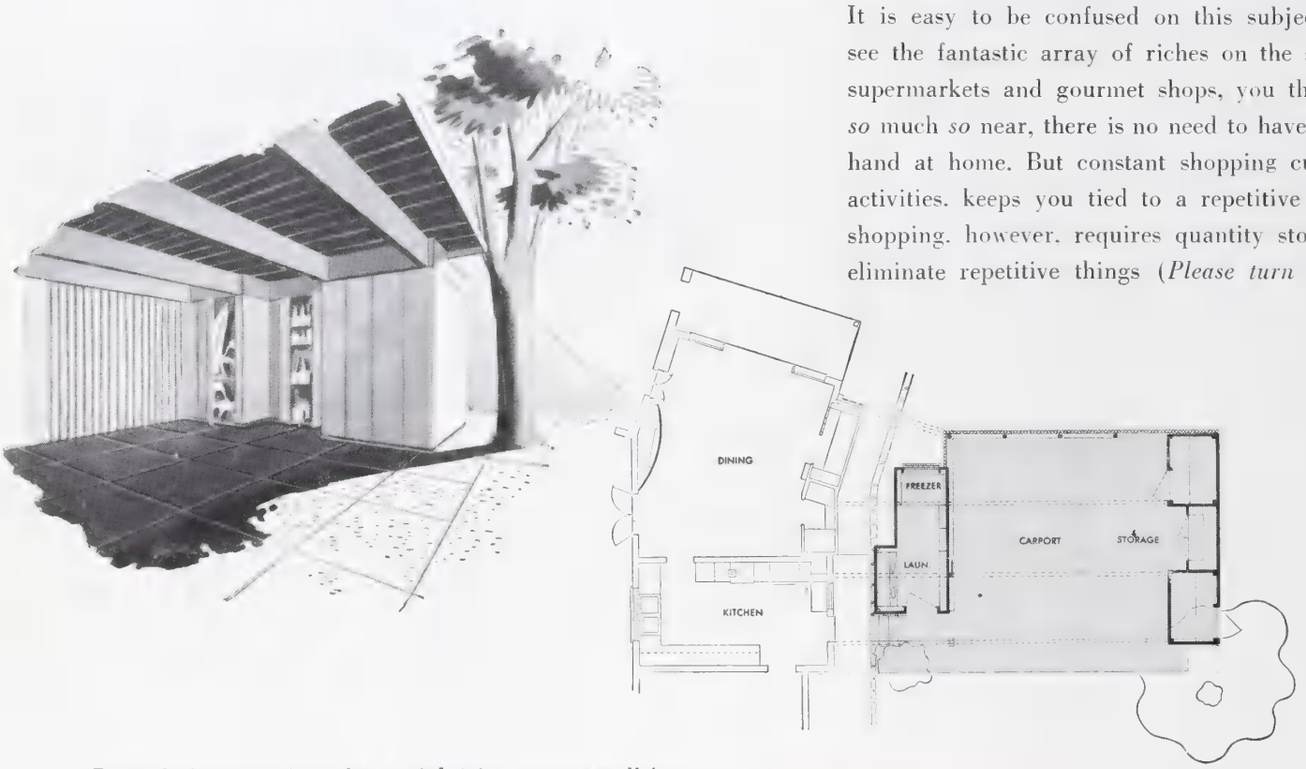


Is your house short on storage space?

Add a supply room and a carport

By Ellen Sheridan

A lot of people are slowly discovering that hand-to-mouth buying of groceries is a wasteful policy. It is easy to be confused on this subject. When you see the fantastic array of riches on the shelves of the supermarkets and gourmet shops, you think that with *so* much *so* near, there is no need to have quantities on hand at home. But constant shopping cuts into other activities, keeps you tied to a repetitive act. Quantity shopping, however, requires quantity storage space to eliminate repetitive things (*Please turn to page* 184)



Far end of carport (see plan at right) is a storage wall for paints, garden tools, outdoor furniture. Wall into which three cars can head is grape stakes and so is ventilated.

End of kitchen (where extension starts) is lighted by skylight in carport roof. Immediately next to kitchen, carport is partitioned into a supply room, handily available to both kitchen and garage. Food is easily stored on delivery.



PHOTOGRAPHS BY MAYNARD PARKER



Large-quantity buying is such a saving of time and energy, to say n ing of money, that a large-quantity staples storage room like this be an economy. For you can't buy big unless you can store big. In dition to laundry equipment and copious shelves for canned and bo package goods, this supply room holds a huge freezer, so it's having a grocery shop and meat market under the same roof with

Lutah Maria Riggs, Remodeling Arch



DRAWING BY CAROL BLANCHARD

By Julie Polshek

When it's dirty, throw it away!

Have you discovered the large family of disposable housekeeping aids that eliminate the distasteful aspects of cleaning, washing, and dusting? There are 11 groups of products which you should know about

Rid your life forever of the soiled, the filthy, the dusty, and the greasy. Just throw them away! The new disposables are so cheap you can easily afford them. So get acquainted with:

Paper cleaning cloths *for all kinds of chores. So strong, even when wet, they can be used for waxing and polishing. Very good for absorbing grease.*

Window wipes. *Water-dampen them for the cleaning process, polish with a fresh, dry sheet. They leave no lint or streaks. Produce really miraculous sparkle.*

Throw-away bath mats. *Great for the week-end crush of guests or for the boys' room. Also fine for kitchen counter use, for messy jobs like cleaning fowl.*

Crib and mattress pads. *They've a backing of waterproof paper. Water can't seep through.*

Paper bath towels *such as are used in locker rooms of schools, institutions, and industry can be had for home use.*

(*Please turn to page* 184)

For a list of "disposables" send a stamped, self-addressed envelope to the Reader Service Department, HOUSE BEAUTIFUL, 572 Madison Avenue, New York 22, N. Y.

DAFFODILS

The most work-free flowers

By Dr. Joseph E. Howland

Some flowers just don't require much care. Daffodils head this list. You put the big, fat, golden bulbs into the ground in September or October and then forget them, just about permanently. Year after year you have abundant blooms—more with each passing year. This happy state lasts five to ten years before you have to do one single thing about your daffodils. And then it is only to dig the bulbs, divide your loot (you have five to twenty times as many bulbs as you planted), and replant as before.

Ideal for shady places

Daffodils thrive where other flowers fail for lack of sunlight. This is because they start to grow early in the spring, before your shade trees come into leaf. And then they squeeze their whole growing year into the first four months. By early June (in the New York area) the leaves wither and die, leaving the "sleeping" bulbs hidden underground out of sight and possibility of harm, except for careless spading, until next spring.

They thrive "naturalized" in the lawn

Try some daffodils in your lawn, either in big sweeps of color or in small picture-book settings like those shown on the opposite page. Again the happy habit of quick spring growth serves you well. Just delay mowing until the daffodils die down for the year, then pay no further attention to them, simply mow over them.

You buy guaranteed bloom

Nature packs the bulbs with everything needed for a full complement of big blooms except water. You can't fail! Even the flowers are hidden away, perfect but miniature, of course, in the bulbs you buy. Flower-form way down in the heart of the bulbs a few weeks before the leaves die down in the spring. Maybe you'd like to sacrifice a bulb for (*Please turn to page* 221)



MOUNT HOOD



CHEERFULNESS



GREEN EMERALD



Once planted, daffodils work year after year without more attention than occasional feeding and dividing. These are the Texas variety.



ORANGE PRINCE



MOONSHINE



You don't need dozens of bulbs for worth-while effects. One or two placed imaginatively, like these Semper Avanti daffodils, are colorful the first year, become spectacular as they multiply.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

Crushed rock or gravel, spread as a mulch about your daffodils, eliminates weeding and provides a pleasing textural contrast. Particularly effective here with a high stone wall behind bicolored Orange Glow plants.



JOHN EVELYN



DRAWINGS BY PERTCHIK

Cooking in the living room fireplace becomes feasible when it is designed for it, and when the floors are terrazzo. Furniture in this end of room is really outdoor type. Opposite page shows how one flue works in two directions.

The kitchen is open to all of house, can connect with the living room by shuttered window which opens or closes. This gives a look-through, blow-through result. It's nice psychologically, especially nice on a hot day.



PHOTOGRAPHS BY EZRA STOLLER

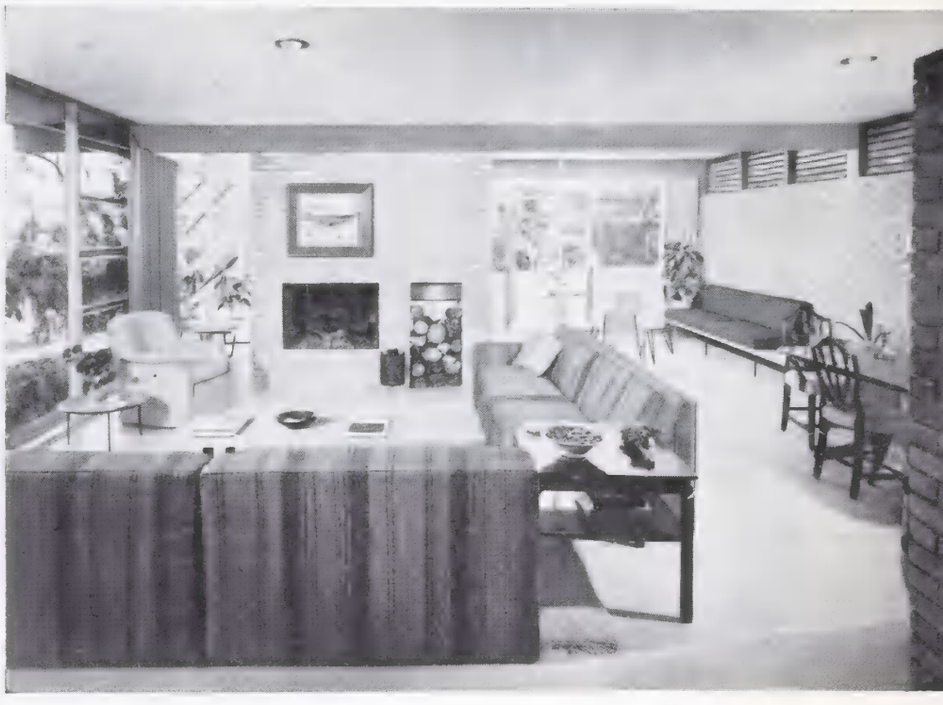
They planned

When you want to be free of housework, you arrang your house differently. And if you are building a new house, you use materials your grandmother didn' have. The David Sackses, of San Antonio, got rid of dozens of upkeep chores with this new house





ALL PHOTOGRAPHS BY EZRA STOLLER



Above: *Despite its smallness, this kitchen is complete and has a compact efficiency. Work areas are grouped logically to expedite activity. Service from the counter through the shuttered window (in the left wall) to the living room requires a minimum of effort. Used dishes returning the same way go directly to the dishwasher immediately below. Brick walls, metal cabinets, and terrazzo floor are easily maintained.* **Above, right:** *Fireplace barbecue, shown closed, has its own separate area in the living room. Shelf on brick wall is used as a serving counter when needed. Food may be served either on the adjacent outside terrace or in the dining area.* **Right:** *The dining table is partly visible to the right, along the brick wall. Note that this wall, which faces west, protects living room from the hot setting sun, but allows light and air to pass through by means of louvers. Glass is used in the less vulnerable east wall opposite with adjustable, awning-type windows for ventilation. The entire house was similarly designed for maximum comfort with minimum maintenance, the goal set by the owners from the start.*

eir home to simplify living

By Kenneth Young

Ideally no two houses should be any more alike than any two people. They should vary from family to family as one man's suit from another's. Such is rare, however.

Happily such *is* the case in the new home of Dr. and Mrs. Sacks, of San Antonio, Texas. They have a house that is tailored to their needs and wants with the fitness of a glove. Previously they lived in a two-story, Colonial house with servants. When they built the new one, they wanted a one-story house easily kept up without regular help except for an occasional cleaning woman. Mrs. Sacks wanted freedom from housework as well as freedom from the supervision of housework, for both often take an undesired amount of time.

To do this they planned their home with the fundamental aid of Architect Milton Ryan so as to simplify it, to streamline the problems of maintenance by means of durable, easily cleaned furnishings, and (*Please turn to page* 161)

More photographs on next page

They planned their home to simplify living *continued*

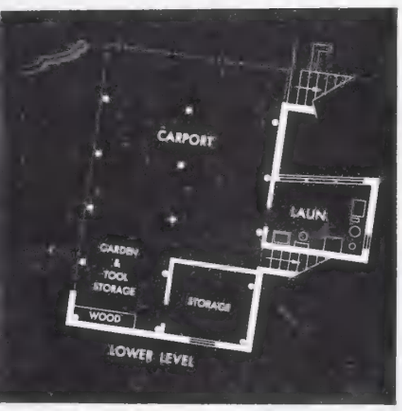


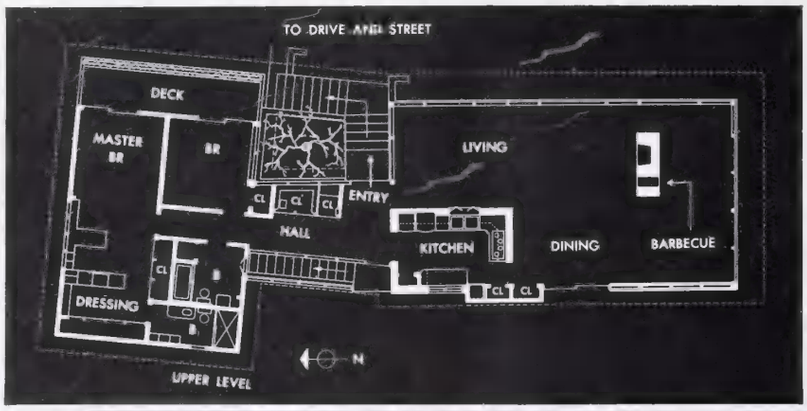
Dr. and Mrs. David R. Sacks, San Antonio, Texas, Owners

Milton A. Ryan, Architect

Gerald J. Fry, Landscape Architect

Here is a garden that requires little gardening, yet has the charm of a well-kept estate. The large terrace, just off the kitchen and the dining area of the living room, is completely usable and thoroughly attractive. It provides for innumerable conversation groups as well as one's solitary enjoyment of green thoughts in a green shade.





The plans of this split-level house show the tight integration of all parts for the simplified, yet spacious living of its occupants. Note the deck which serves as an outdoor terrace, additional to the one described above.



There is direct and easy access to this swimming pool from almost all parts of the house. Thanks to the terrazzo floors throughout, bathers do little harm as they go to their dressing rooms from the pool. If necessary, the laundry room, easily reached on the lower level, can be used as an extra dressing room. The pool is shaded from the western sun by well-planted trees.

two pictures on the right are looking n the entry hall in opposite directions. he near right photo you are facing the hen; in the far right you face the bed- wing. From room to room and area to the floor is an unbroken plane, mak- for ease in cleaning. Note elimination oors. Frosted glass allows light to pene- , maintains privacy from front door.









The openness and spacious feeling of this house are clearly indicated above. Yet every detail is carefully planned for the greatest possible utility. Both sofas form a fine social group, but also act as room dividers, separating areas for dining (left) and music (right).

The plant box below is another example of how everything was planned for simplified living. It edges the deck outside the bedrooms with good effect. But above all, it has a built-in sprinkling system that eliminates the incessant hand sprinkling ordinarily required.



Fall is the ideal time to repair lawns that look worn and tired.

It's also the easiest time to lick weed problems

and to banish them permanently from your lawn

Is your lawn trouble here?

Most lawns suffer one or more of the 10 following abuses some time in their lives:

1. *Did you use too much plant food? Flood lawn to leach away the excess, then spade the soil and reseed.*

2. *Did someone walk on the grass when it was frozen, resulting in blackening? This is not permanent.*

3. *Did you drive on the lawn? Weight of car ruins necessary crumbly soil structure, especially if soil is moist at the time. Remove sod, spade soil, replace sod.*

4. *Did oil drip onto the grass? There's no way to leach it away. Dig out and replace topsoil.*

5. *Did you spill salt used to melt snow? Flood soil (see No. 1) to leach out the salt.*

6. *Did you use too much weed killer? Wrong concentration? On new grass? If damage is permanent, reseed.*

7. *Did the oilman spill fuel oil? Soil must be replaced.*

8. *Was the grass flooded for 10 days? May smother in 5 days if water turns to ice. Install tile drains from low areas or regrade the lawn.*

9. *Did the painter spill paint? Only remedy is complete soil removal and reseeding.*

10. *Has gas escaped from an underground line? Have leak repaired, reseed lawn.*



29 additional lawn troubles

and discussed on pages

a style as old as tomorrow



Prize of the Pennsylvania House Collection . . . the hutch and china in deep, glowing Berkshire finish. Brass hardware and the dovetail base betray craftsmanship in the true Colonial tradition. Add the practical table, several chairs, the serving wagon to make a perfect informal dining group.

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A single sweep of maple gently curved . . . and slender, graceful spindles, neatly turned . . . make a bed for *you.* The nightstand? Fresh and charming . . . practical, too.



A lovely high-poster spool bed, every section beautifully turned and shaped out of solid maple. Twelve roomy drawers in the triple dresser, nine in the chest-on-chest . . . perfect for the space-conscious small bedroom.

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HOW ONE FAMILY FARMED OUT THE "DIRTY-WORK"

CONTINUED FROM PAGE 125

with what we happen to be doing. We like leisurely dining and conversation unhaunted by a hurrying cook."

In short, the Loomises wanted to be comfortable in their own home —and they achieved it. They farmed out the "dirty work" and kept the best for themselves to do. But in order to minimize the work they had undertaken for themselves they did three things:

(a) They reorganized their kitchen in order to reduce steps and motions.

(b) They devised a new method of serving meals and clearing tables.

(c) They created company menus that would permit them to be almost work-free after the guests arrived.

First, the kitchen. They removed cabinet doors and opened the shelves where all the kitchen utensils in daily use were stored. Utensils are now on three long, ten-inch-wide *open shelves* within easy reach above the stove and work counters. On the lower shelf above the stove are four Revere copper frying pans in four different sizes. Then come the coffee makers, pressure cookers, and mixing bowls. On the upper shelves other utensils and appliances are arranged in relation to their use, together with the herbs, spices, etc.

Cooking tools, such as spoons and spatulas, are hung from hooks next to the stove. (No need to hunt for them in overcrowded drawers.) The Waring Blendor and Mixmaster are always in place, connected, ready to go. Since only items in regular use are kept on the open shelves, they do not have time to get dusty. Those seldom used are kept in cabinets under the work counters. Thus they have a truly functional kitchen—and yet reminiscent of a French provincial kitchen with its gleaming copper pans hanging from the walls.

THEY extended the same idea to the pantry, opening the shelves for china and glass in current use. "Try some time counting how often you open and close cabinets and you'll do what we did, unless you live in a smoky city," Mrs. Loomis remarked recently.

They use dehydrators on their salt shakers. They never serve salt in anything silver. They try to serve food as much as possible in the utensils they are cooked in (depending on the suitability of the utensil, of course). They use washable plastic mats on the table. They make maximum use of disposables but, for instance, put their monogram on the paper napkins for greater style. They have a lazy-susan on the table with all the condiments permanently on it.

Back to the kitchen. You'll recall that the Loomises have a woman to wash dishes and clean pots and pans *in the morning*. What do they do with the pots after lunch and dinner? It's very simple. When they are finished with a pot or pan, they put it on a small aluminum cart with three shelves and large caster wheels. After the meal has been prepared, the cart is wheeled out of the way. In the morning the contracted woman washes the pots and pans and shelves them. Thus no time is wasted in assembling soiled utensils from all over the kitchen and pantry; they're all stacked on the cart.

NOW for the new method of serving and clearing tables. This method revolves around mobile carts also. The Loomises procured two specially built mahogany serving tables from a restaurant supply house. (Their cellar has a number of discarded versions.) Each is three feet long and twenty inches wide, and the same height as the dining table. They both have large, seven-inch swivel wheels, which roll easily over rugs and carpets. They have heat-resistant tops and two shelves below. The middle shelf is made of clear Lucite, so the bottom shelf is fully visible. The carts are sturdy enough to carve a roast or a turkey on.

Mrs. Loomis says she would rather do without the dishwasher than have to give up the serving carts. "They do everything for us. They bring all the china and glasses to the dining table with only one trip. They carry a whole course from stove to table the same way. They save me three quarters of the time usually spent getting things together for setting the table. They make it possible for me to serve meals without servants with the least possible commotion. They eliminate the awkwardness of clearing the table. And they hold the soiled dishes until our 'contractor' appears next morning."

How do carts manage to do all this? Let's sit in on a typical dinner party. Husband and wife pick a menu (they'll both do the cook-

(*Please turn to page* 158)

CONANT BALL 1852 FURNITURE MAKERS

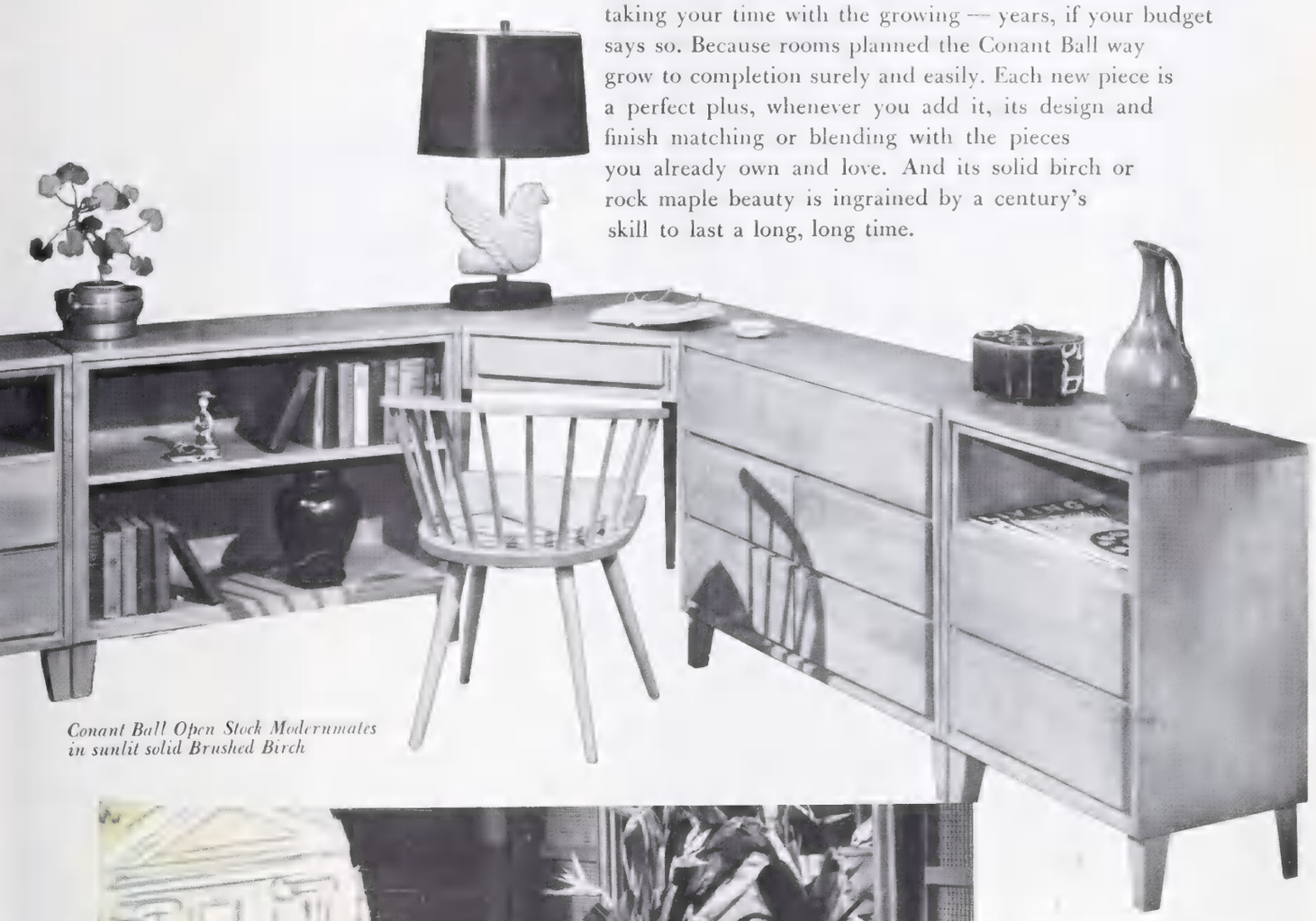
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Rochester, New York ... La
Rockford, Illinois ... J
Sacramento, California ... Scot
St. Louis, Missouri ... S
Salt Lake City, Utah ...
San Angelo, Texas ... Sheppe
San Antonio, Texas ... W. R. Dallas Furn
San Antonio, Texas ... Karotkin
San Diego, California ...
San Francisco, California ...
San Jose, California ... J
San Mateo, California ...
Santa Barbara, California ...
Scranton, Pennsylvania ... Stoeh
Seattle, Washington ... F
Shreveport, Louisiana ... H
Spokane, Washington ...
Springfield, Massachusetts ... R
Stockton, California ... Ye
Syracuse, New York ... I. F
Tacoma, Washington ... A. T
Tacoma, Washington ...
Tallahassee, Florida ...
Tampa, Florida ...
Terryville, Connecticut ... Terryvill
Thompsonville, Connecticut ... Hayden-Way
Toledo, Ohio ... LaSa
Toledo, Ohio ... T
Trenton, New Jersey ...
Tucson, Arizona ... W. R. Shear
Tulsa, Oklahoma ... Cole
Washington, D. C. ... G
West Newton, Massachusetts ... Mayflower Way
West Los Angeles, California ... Cannell &
Whittier, California ... H. J. Perry
Wichita, Kansas ...
Wilkes-Barre, Pennsylvania ...
Winona, Minnesota ...
Worcester, Massachusetts ...

T - *Traditionals only* . . . M - *Modern*
Stores not marked carry bot

Such beauty GROWS piece-by-piece from Conant Ball open stock

. . . AND YOU CAN GROW YOUR OWN INEXPENSIVELY, taking your time with the growing — years, if your budget says so. Because rooms planned the Conant Ball way grow to completion surely and easily. Each new piece is a perfect plus, whenever you add it, its design and finish matching or blending with the pieces you already own and love. And its solid birch or rock maple beauty is ingrained by a century's skill to last a long, long time.



Conant Ball Open Stock Modernmates in sunlit solid Brushed Birch

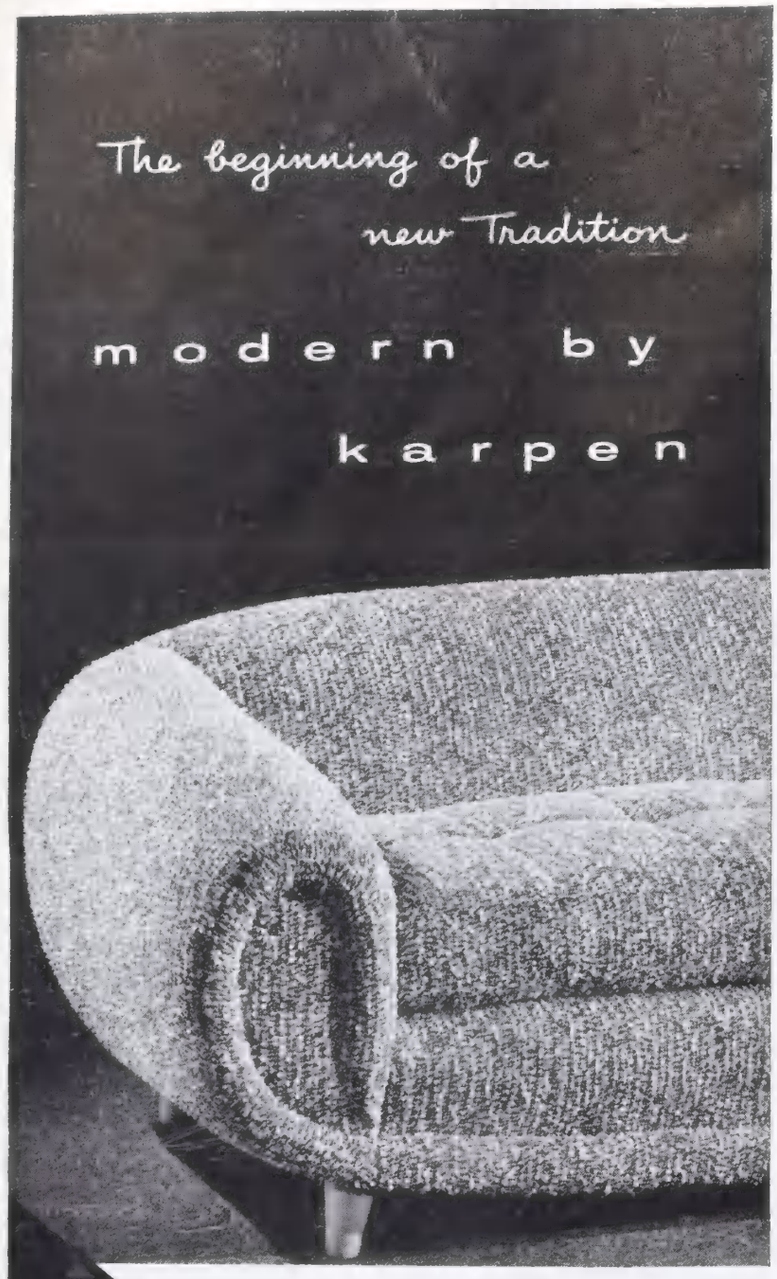


Conant Ball Open Stock Traditionals in glow-rubbed solid Rock Maple

CONANT BALL · FURNITURE MAKERS · 1852

See opposite page for stores

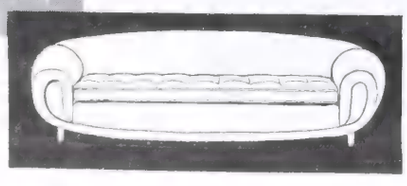
FOR PLANNING ROOMS WITH A FUTURE { *Go-Together Traditionals, Dept. HBT-93, Conant Ball, Gardner, Mass. — 10¢.*
Match-up Modernmates, Dept. HBM-93, Conant Ball, Gardner, Mass. — 10¢.



Karpen

See how this furniture curves away from the usual in modern. How much softer, more generous. Karpen modern shows deep regard for your comfort . . . and real consideration for your budget, too. This is not a here-today, gone-tomorrow trend. Years and years from now this California-kind of styling will still be modern, and this Karpen-kind of construction will still be going strong.







The Karpen Sofa, Chair and Sectional pieces shown are available in a sumptuous selection of textured fabrics.

S. KARPEN & BROS. • 666 N. LAKE SHORE DRIVE • CHICAGO 11

HOW ONE FAMILY FARMED OUT THE "DIRTY-WORK"

CONTINUED FROM PAGE 156

ing) that will need little supervision after the guests arrive. Mrs. Loomis orders the food in the morning, if anything needed is not already in their large freezer. She then forgets about the party until late afternoon. She usually gives herself no more than an hour to do everything. Let's say the menu planned is fresh water cress soup, broiled steak, French frieds, peas *à la maison*, and dessert. Mrs. Loomis prepares the first and last courses, Dr. Loomis the main.

SHE makes the soup well in advance. Within five minutes she has it cooking in the pressure cooker. During the fifteen minutes it will take to cook, she starts the dessert, which, in this case, is a mixture of cream cheese, sugar, milk, and Cointreau blended in the Mixmaster, to which will be added cut-up strawberries. Here one of the serving tables comes into play. On this she arranges the glass, silver, and cake for the dessert course, and wheels it into the kitchen where she fills the glass cups with her mixture, decorating each with a big juicy strawberry. The cups are then wheeled to the refrigerator to chill.

Soup is now ready for the Waring Blendor, after which it is poured into a double l as the set on the stove for later e large. Before attending to which roll d'oeuvres, she sets the ets. They On the second serving and two pantry she places all e shelf is glassware and silver n e bottom the table into the dinin carts are then only at the last r roast or she decide whether to ha in the dining room or on the porch.

Dr. Loomis, meanwhile, has partially prepared the main course, which means he has seasoned the steak, put it in the electric broiler to be turned on later, got the French frieds out of the freezer, put them into wire baskets to thaw and in which they will have five minutes of quick frying in their electric deep-fat fryers when the time comes. He also readies one of his specialties, peas *à la maison*.

With everything under control, they go up to dress with a free mind. No temperamental cook, no worry about a late guest. When guests arrive, leisurely cocktails until Dr. or Mrs. Loomis disappears for a moment to start dinner by throwing on a few switches. Ten minutes later Dr. Loomis will leave the guests to turn over the steak.

Fifteen minutes later the

"As my husband esc guests to the table," Mrs says, "I slip out, pour the cups on the serving table, to our end of the dining t

"In order to apply our system, we had to break w tional seating arrangeme husband and I sit oppos other, next to the serving t guests soon see why, bec husband and I, without ge can pass the soup cups d side of the table. This set tern and our guests are gr not feeling compelled to

When soup is finished, passed back to husband who place them on the bot of the cart, *without getti*

The next course is up t band. He wheels the serv back to the kitchen and with the main course whil continues the social con He wheels it back, ca serves the steak and vege warmed-up plates which without getting up, passes table. No confusion, no the conversation. When is over, empty plates re steps to the serving tab

Dessert is the respon Mrs. L but she is i Milwaukee, Wisconsin
Minneapolis, Minnesota sation is to
Nashville, Tennessee
New Braunfels, Texas wait. At the
New Haven, Connecticut
New Orleans, Louisiana he serving
New York, New York
Oakland, California and to its p
Oklahoma City, Oklahoma
Omaha, Nebraska unter, wh
Pacific Grove, California
Pasadena, California s used dis
Phoenix, Arizona
Pittsburgh, Pennsylvania ntil mornin
Plymouth, Massachusetts
Pomona, California eir "contra
Portland, Oregon
Providence, Rhode Island in the dess
Quincy, Massachuse
Reno, Nevada serving table a

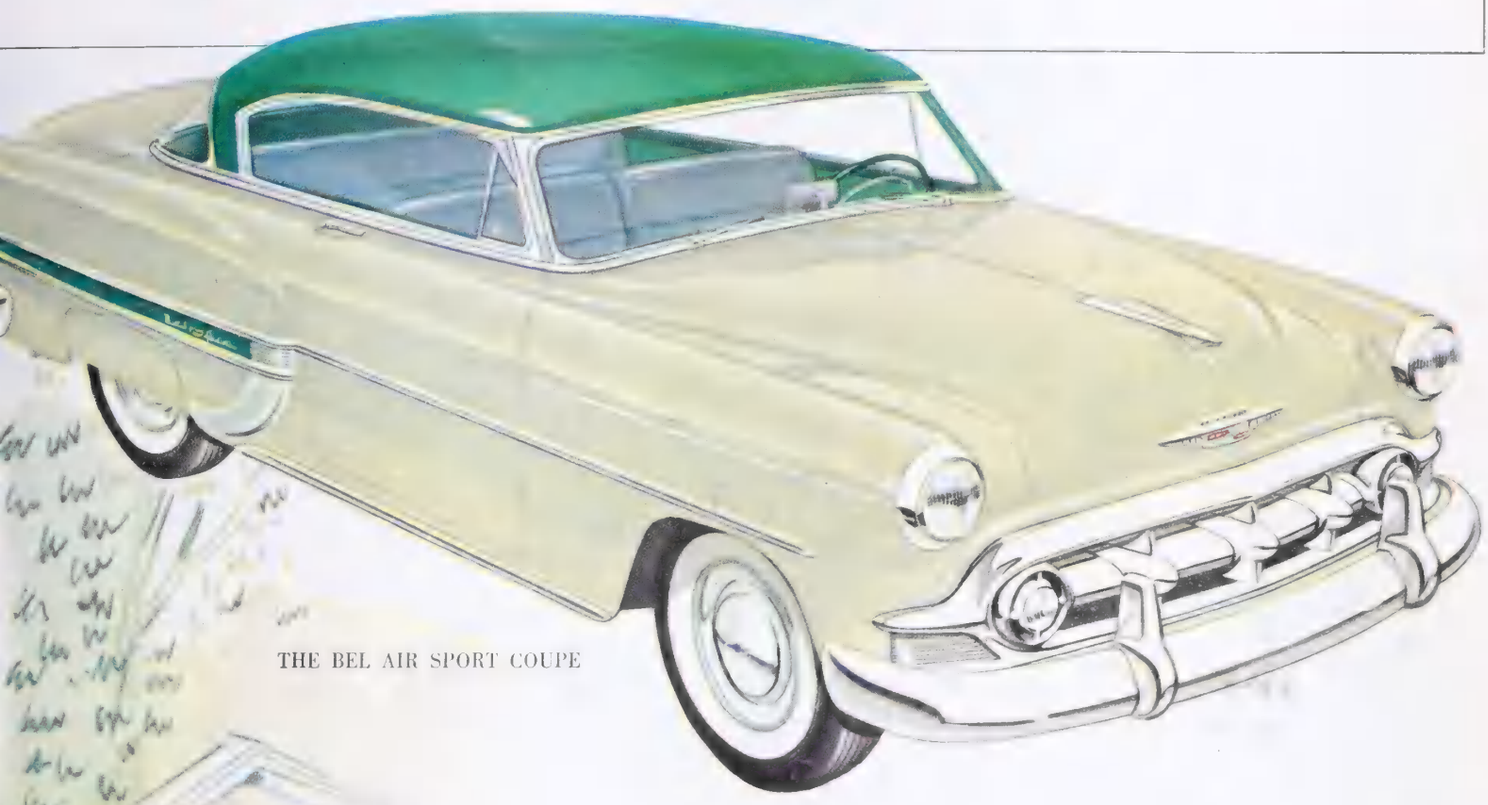
end of the meal, the dini entirely cleared without band or wife having to

DR. LOOMIS rises at leisure and escorts into the living room, wh wheels the second servi of sight and returns with

The guests leave, but need for the hosts to g the kitchen and clean ready for breakfast. T pans and dirty dishes away. Extra food is pu frigerator. Everybody himself. No one has burdened in the proces thanks to extraordina tion and their "dishwas tract," have made thei that they, the hosts, guests at their own din

Both Kinds of Convertible Fans Agree on This—

You can't match these Chevrolet Bel Air Sport Models at anywhere near the price



THE BEL AIR SPORT COUPE



Which do *you* like better? The so-called hardtop? Or the up-and-down fabric top? In either case, you'll find Chevrolet a most happy choice. Both of these gay and jaunty models here go far beyond anything you might expect in a low-priced car. Really distinctive Fisher Body styling. Really fine interiors, color-matched to exterior colors down to such details as instrument panels and sun shades. Then there's new high-compression performance with the 108-h.p. "Thrift-King" engine in gearshift models, and the 115-h.p. "Blue-Flame" engine in Powerglide* models. Powerglide itself offers new zip and ginger, and Power Steering is available at extra cost. Your Chevrolet dealer will gladly show you how much farther your money goes in a thrifty new Chevrolet. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine optional on "Two-Ten" and Bel Air models at extra cost.*



THE BEL AIR CONVERTIBLE

CHEVROLET

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

The new Trane Baseboard Convector brings you "Hidden Heat" . . .

Now! A modern, beautiful way to heat your new home



You might never notice the new TRANE Baseboard Convector that heats this beautiful room. It's part of the wall. Painted to match. Inconspicuous. And that's why it's so beautiful . . . a design that matches (never mars) the beauty of your new home.

Check these facts about this new Trane way to heat before you invest in any system!

Here's true perimeter heating! Gently moving heat spreads uniformly along virtually every inch of outside wall space. No cold corners! No overheated areas. New TRANE Baseboard Convectors surround you with even, overall heat. Block chilling wall and window drafts *forever*.

Costs no more! The new TRANE Baseboard Convector can be installed so easily, so fast, that the initial cost is low. Copper and aluminum heating element heats quickly, saves on fuel bills.

Provides complete freedom for room arrangement. Never in the way of furniture. Draperies hang straight to floor.

Designed to match (never mar) the beauty of your home. You simply paint it to match the walls. Clean. Inconspicuous.

Helps your home stay clean longer. No ducts to carry dirt. No dirt traps or dusty grilles. Coved bottom with plenty of clearance for dust-mop or vacuum. Smooth top for easy dusting.

Hidden heat never burns or blasts. You can touch it anytime. Heat rises *gently* out of cabinet through a continuous front opening . . . never with on-and-off, hot-and-cold blasts.

It's quiet. No moving parts. No ducts to carry noise.



Free booklet of colorful baseboard interiors. See how this modern way to heat can add new comfort and beauty to any room in your home. Write TRANE, La Crosse, Wis., today for your free color booklet, "Hidden Heating with TRANE Baseboard Convectors."



TRANE Type A Convectors complete this new home heating system. They bring extra heating capacity into kitchen, bath, hallway . . . any room where baseboard space is limited. Fit with the new TRANE Baseboard Convector in the same single-pipe, hot water circuit. A truly modern, beautiful way to heat.

New comfort for you . . . new beauty too, with two great TRANE convecto

The Trane Company, La Crosse, Wis. • East Mfg. Div., Scranton, Penn. • Trane Co. of Canada Ltd., Toronto • 87 U.S. and 11 Canadian Offices

THEY PLANNED THEIR HOME TO SIMPLIFY LIVING

CONTINUED FROM PAGE 151

handling of all space.
eas were put together
groupings, and all the
es on one level. Doors
ated, except where nec-
in the bedrooms. All
ces were stained and
paint is used in the

floor is one unbroken
ing for great conven-
veeping, scrubbing, or
niture. Floors are of
g, easily mopped ter-
halls, living and cook-
hey are of cork in the

e is clearly organized
Sacks family time to
major home interests:
nversation, and music.
t in the planning and
f the kitchen, as well
replace barbecue, that
likes to cook. She has
e and buys in quan-
and frozen vegetables
She markets for these
an once a month. Dr.
to roast meat on the
most every night. He
e amateur pianist with
ction of records, neatly
a cabinet along with
e and speaker, in the
f the living room.

listing the equipment
ls used in the Sacks
se they are applicable,
most cases.

Reinforced concrete slab.
t and beam wood frame.
atments: Colorless creo-
or woodwork and interior
entrance hall and pass
Cabot, Inc., Boston, Mass.
surfaces: Living section:
exican cavity brick. Bed-
x 6 tongue and groove
siding. "Neverstain" alu-
Nichols Wire & Aluminum
rt, Iowa.
surfaces: Living section:
and hemlock siding. Bed-
Random-width vertical
ir. Guest bedroom: Mexi-
tting. Bathrooms: Water-
s are "Beauty Board,"
Co., Cincinnati, Ohio.
-up pitch and tarred felt.
"Nacolite" lightweight
Nacolite Co., Converse,

Metal Work: Galvanized

el sash: awning type in
and sunroom; casement
n, baths and master bed-
Windows Products Co.,
Houston, Texas. Jalousies in bedroom, Tropical Awning Shutter & Jalousie Co., Miami, Fla. Movable shutters on opening between kitchen and living room and on bath windows, Paul Heinley's Movable Shutters, Santa Monica, Calif.
Traverse curtains: "Sunvue" natural African maple wood curtains in living room, sunroom and dining room, Austin, Wolfe Co., San Francisco, Calif.
Glass: Double-strength glass used in steel sash and small upper sections; polished plate used in sliding glass doors and large stationary panels; "Velvex" patterned glass used on west wall of entrance hall, Libbey-Owens-Ford Glass Co., Toledo, Ohio.
Doors: "Roddiscraft" flush edge-grain hollow-core doors for inside doors and closets, Roddis Plywood Corp., Marshfield, Wis. "Ariston" sliding steel doors and screens, Michel & Pfeffer Iron Works, Inc., San Francisco, Calif. Millmade wood jalousie doors for front and rear entrance door, Tropical Awning Shutter & Jalousie Co., Miami, Fla. Sliding wood and glass doors and screen doors between bedroom and balcony, custom-built.
Door hardware: Throughout house, Sargent & Co., New Haven, Conn.
Paint: Stains: Stain wax for all interior woodwork with exception of entrance hall and pass hall; heavy-bodied shingle stain on fascia board around edge of roof under gutter, Samuel Cabot, Inc., Boston, Mass.
Flooring finish: Terrazzo for living section, entrance, and pass hall. Cork flooring for bedrooms, baths, and dressing room, Armstrong Cork Co., Lancaster, Pa.
Plumbing: All plumbing fixtures in bathrooms and Launderette (laundry tub) in basement laundry room, Crane Company, Chicago, Ill., Lavatory bowl of vitreous china in dressing room, Trenton Potteries Co., Trenton, N. J.
Heating: Radiantly heated floor: cast-iron boiler, Bryant Heater Div. of Affiliated Gas Equipment, Inc., Cleveland, Ohio. Pump, Bell & Gossett Co., Morton Grove, Ill. Controls, Sarco Company, Inc., New York, N. Y.
Ventilating: "Clipper" exhaust fan in kitchen, Trade-Wind Motorfans, Inc., Los Angeles, Calif.
Thermal insulation: 2" fiber glass batts, "Ultralite" throughout house and over car storage, Gustin-Bacon Mfg. Co., Kansas City, Mo.
Sound insulation: Fiber glass batts in wall between two bathrooms, Gustin-Bacon Mfg. Co., Kansas City, Mo. Acoustical plaster, vermiculite aggregate used throughout, Vermiculite Industrial Corp., Port Newark, N. J.
Lighting: Fixtures over marble work top in kitchen, over bath mirrors, dressing table, desk, and over beds in master bedroom, and ceiling flush fixtures in all rooms, Lightolier, Inc., Jersey City, New Jersey.
Custom-built millwork: Record player cabinet, desk in bedroom, chest in dressing room, dressing table, lavatory cabinets, linen cabinets, and china cabinets in dining room were all custom-built of edge-grain fir plywood, Roddis Plywood Corp., Marshfield, Wis.
Kitchen equipment: "Youngstown kitchen" cabinets, dishwasher and disposer, Youngstown Kitchens, Mullins Mfg. Corp., Warren, Ohio. "Thermador" range top and built-in oven, Thermador Electrical Mfg. Co., Los Angeles, Calif.

URGENT

urgently needed at home and overseas. Make an appointment give this precious gift. See your local American Red Cross.

CONSULATE *bedroom*

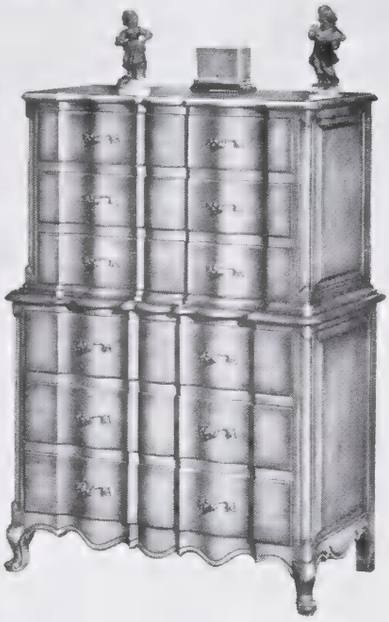
Pictured is the dresser and mirror from our Consulate group of Directoire-Empire bedroom furniture. The amber colored fruitwood veneers are highlighted by columns of ebony black.

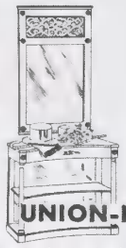


UNITE' *chest on chest*

Graceful chest-on-chest from our Unité group of French Provincial furniture. The finish is of antique French walnut on fruitwood.

At better furniture and department stores. Send 3-cent stamp to Dept. B for booklet.



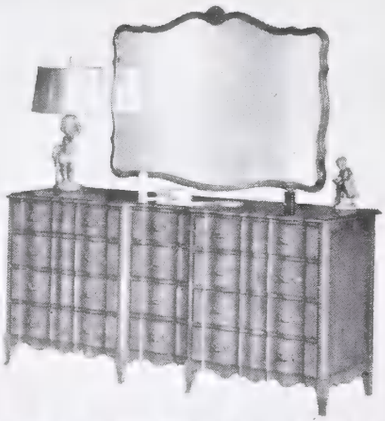


UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

PROVENCE

Triple Dresser

Triple dresser and mirror # 301 from our Provence group of French Provincial bedroom furniture. In antique walnut finish on birchwood. At leading furniture and department stores.



BURNS CASE GOODS Corp. Subsidiary of UNION-NATIONAL, INC., Jamestown, N. Y.

Get these FREE Booklets (IN COLOR) on how to ADD BEAUTY to your home





See these Truscon products in new homes in your community during National Home Week, Sept. 20-27.



Won't Rattle-Won't Stick-Ever!

TRUSCON DOUBLE-HUNG STEEL WINDOWS

Smart looking . . . easy to install

● Provide snug fit and easy operation. Truscon Steel Windows can't warp, swell, shrink, stick or rot—whatever the weather. Stainless steel weatherstripping built in to keep cold out and fuel bills low. Accurate to size . . . no need to cut, plane or hand-fit. Completely factory-assembled, including all hardware. Standard screens and storm sash available at remarkably low cost. Dealers have types and sizes to harmonize with all styles of architecture.

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1086 ALBERT STREET • YOUNGSTOWN 1, OHIO



NEW! 8 FEET HIGH!

Truscon Smooth-Sliding Steel Closet Doors

New floor-to-ceiling feature means more useful closets. You can see in, see up . . . reach in, reach up —top-to-bottom, side-to-side.

TRUSCON STEEL DIVISION, 1086 Albert St., Youngstown 1, Ohio

Please send me FREE illustrated literature on all the features and special advantages of Truscon Residential Steel Windows and Steel Doors.

Name .....

Address .....

City ..... *Zone* ..... *State* .....

EASIER BY THE DOZEN

CONTINUED FROM PAGE 127

4. **Liquor, beer, soft drinks.** It's standard procedure to buy these cheaper by the case.

5. **Foreign or regional specialties** not carried by your regular stores. If you have to drive out of your way to buy such specialties (or if you buy them by mail) buy enough to last for several months. Buying scarce novelties and specialties in quantity makes it no trouble, and you eat better and widen the scope and variety of what you eat.

Why Better Prices?

Why should quantity buying give you better prices?

Because, in the last analysis, what you pay for in the grocery store is two things: *The right to buy in small quantities and storage space.* All those warehouses, shelves, counters, freezer cabinets where the stuff has been sitting, waiting till you are ready to use it, are the most expensive single item in the cost of food. The food merchant cannot afford to store things very long. Turn-over is everything to him. Volume is the only way for him to make money. So when you buy in quantity you increase his volume but not his storage space. So he can afford to give you better prices.

But then *you* have to provide the storage space for the food and supplies. You have more of it than you think. The sketches accompanying this article show 14 ways to develop more can and package storage in existing kitchens, dinettes, and garages.

If you have a basement, there are several hundred more cubic feet waiting to be used. So don't dismiss the advantages of quantity buying because you think that you haven't enough storage space.

Convenience Is What Counts

Money-saving is the least important angle of quantity-buying. Time-saving and labor-saving are more important. What you really gain by having a large and varied supply in the house is peace of mind.

● It removes the strain of daily planning and worrying. You can handle guests, expected or otherwise, without feeling that it's a big production.

● You cut out the repetitiousness of doing the same little things over and over. Remembering to buy bread fifty to a hundr year is a bore.

● You are never in squeeze where you s get to the grocery stor noon, but haven't the

● You can feed the meals, varied meals, ar several other lives kitchen.

● You save time an tear on trips to the sto problems, waiting in l packages. (You may h the first three days of get quantity discounts and supermarkets.)

● You don't have pressure of carrying l details in your head hand-to-mouth buying one of the biggest ass tity buying.)

To get this freedom substantial supplies of foods, *regardless of wh they can be bought che dozen.* Here is a typica would differ since we ferent preferences.

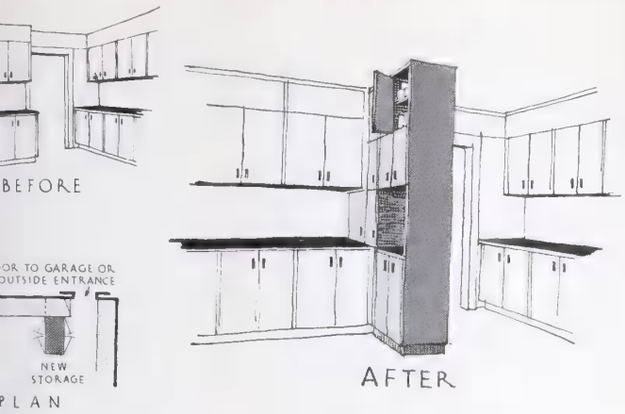
Frozen Foods
- vegetables
- fruits and juices
- meats and fish used regularly
- desserts — cake meringues
- heat & serve dis
- breads — all kinds plus roll elties

Recipe ingredients use perpetually
- canned chicken
- consommé
- tomato paste
- canned mushroo
- sweet sauces (lik sauce)
- nonsweet sauces meat)
- pickles and oliv

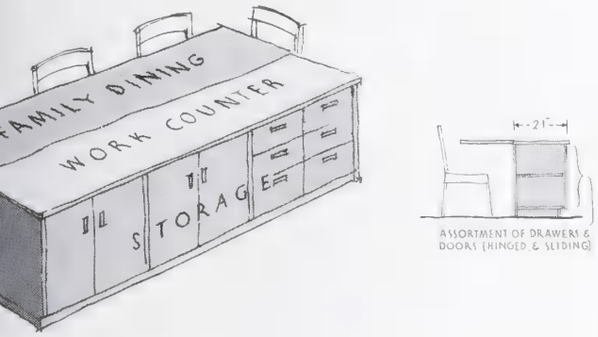
Canned Basics:
- onions
- potatoes (white
- beets
- salmon
- tuna fish
- chicken
- smoked meats
- ham
- variety of canne fruits

Cooked Basic Dishes
- canned baked b

(Please turn to pa



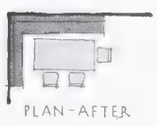
eate a pass-through storage cabinet just inside the door ch leads from kitchen to garage or rear entrance. Doors each side make this a great convenience (1) when unload- food deliveries, and (2) when reaching for stored items n inside. This idea will work if you have a big old-fash- ed kitchen with lots of empty floor space.

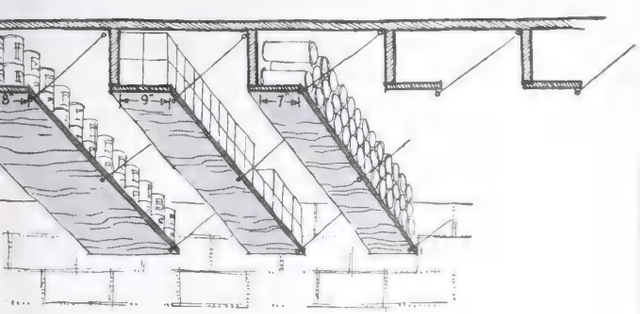


nbined food storage, counter space, and family din- can be built as an island unit—if you have a big floor ce. This arrangement requires no remodeling, can be ed like furniture to new apartment or house. Standard d or metal units might be used for food storage, sur- unted by removable top with durable finish.









se exposed joists for food storage—in the garage or sement, wherever underslung shelves will be convenient for oring bulk quantities. Attach boards to joists so as to yield , 8", or 9" of shelf space, by screwing to angle brackets ery 2'. Support front edge by connecting screwed-in metal yes" with moderately heavy wire, as shown.

Perhaps YOU CAN AFFORD THIS MISTAKE



but, you buy heating for "keeps"

We can't read the young lady's mind. Maybe she'll return the hat. But, return or keep it, her decision won't bite too deeply into the family finances.

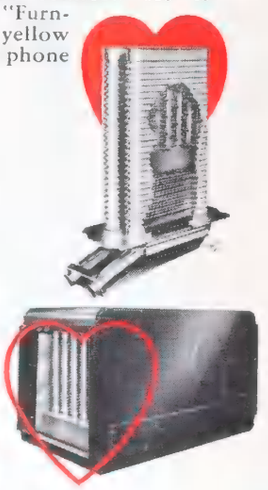
There is nothing frivolous, however, about the selection of a heating system for your new home, or one you are modernizing.

Most people select a heating installation only once in a lifetime. Upon that selection depends a lifetime of economical comfort for your whole family. Yes, your heating selection is a most important decision.

And it's so easy to avoid the costly mistake of "comfort disappointment" . . . high fuel and service bills. Just be sure to see your local authorized Janitrol dealer for the type and size of Janitrol unit best suited for your home. His knowledge combined with Janitrol advanced design will secure you lasting heating satisfaction and comfort. He is listed under "Furnaces" in the yellow section of your phone book.

JANITROL EXCLUSIVE DESIGN PRINCIPLE ASSURES BETTER PERFORMANCE, LONGER LIFE

By focusing ribbons of flame accurately inside a series of heat exchanger tubes, even distribution and rapid transfer of heat is accomplished. Efficiency is greatly increased with extreme compactness. And the exclusive Janitrol design provides much more durability than ever expected.



AN AMAZING RECORD! Out of almost a million Janitrol steel heat exchanger tubes in use since 1940, LESS THAN ¼ of 1% HAVE BEEN REPLACED for any cause. Backed by the findings of an independent research institute, Janitrol's long record of durable performance remains unmatched, unequalled.

® Janitrol Automatic Heating

Surface Combustion Corporation, Toledo, Ohio. 53-7

Please send folder "You'll want to do some checking."

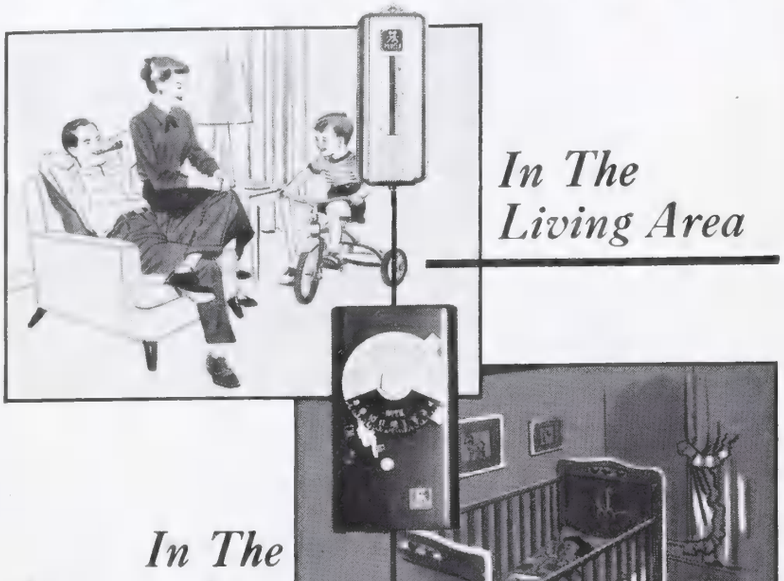
Name_____

Address_____

City_____ County_____ State_____

New! Now For The First Time, Your Entire Family Can Enjoy

24 HOUR HEATING COMFORT



In The Living Area

In The Sleeping Area

PERFEX

DAY-N-NITE CONTROL

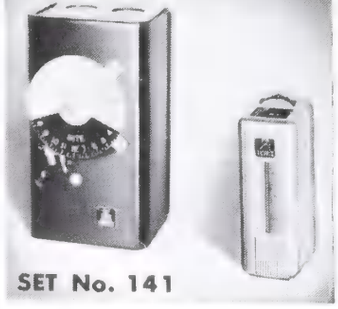
You can't control the weather, but you *can* control your comfort — all day long in the living area of your home — all night long in the nursery or your sleeping area. The wonderful, new Perfex Day-N-Nite control assures warm, cozy daytime temperature, and healthful, comfortable sleeping temperatures for the entire family. It's completely automatic, each area controlled according to your personal preference by an independent thermostat.

And best of all, *it costs so little to add to your present heating system,* you just can't afford to be without it.

MERELY INSTALL ON YOUR PRESENT SYSTEM

Automatic Time Switch and Magic Dial Thermostat hook up to your present heating system — gas, oil or coal. Leave existing thermostat in living area — install Perfex Magic Dial Thermostat in the nursery or in your sleeping area and Automatic Day-N-Nite Time Switch in basement or utility room. For the first time, you will have new independent temperature regulation in living and sleeping area.

Ask your heating dealer or write direct for details.



SET No. 141

PERFEX

AUTOMATIC CONTROLS FOR HEATING • AIR CONDITIONING • APPLIANCES

Perfex Corporation, Milwaukee, Wis. • In Canada, Perfex Controls, Ltd., Guelph, Toronto

EASIER BY THE DOZEN

CONTINUED FROM PAGE 162

spaghetti
tamales
stews
soups

And, of course: soaps, detergents, paper goods.

It takes so little time to make up a list to suit your own cooking habits: a morning to buy and stock your shelves, and then sit back, relax, and enjoy life.

Better by the Dozen?

For super-duper quality in some foods, you have to go to special sources, you have to make a special effort. So while you're about it, buy plenty. Some examples are meat, bread, fruit, cheese.

Let's admit it: Getting hold of really good meat *is* a production. The main reason is that the average meat market is not set up to "hang" meat properly. How many times have you gone out of your way to get that extra-tender roast for the extra-special company only to have it turn out so-so? Once you have gone to the trouble of finding the right source (we list sources below), it pays to buy quite a supply and put it in your freezer.

The same with baked goods. You may have to go to special sources, out of your way, to get wonderful old-fashioned breads made with honest, untampered-with flour, or novelties like Swedish black bread or banana-and-date bread. Once you find your special source, bring home a lot and freeze it. It thaws out just as fresh as the day it was baked. Or perhaps a friend has told you of a special catering baker 300 miles away who fills mail orders. It would be silly to write, and ask [illegible] the advantages of quantity buying because you think that you haven't enough storage space.

Convenience Is What Counts

Money-saving is the least important angle of quantity-buying. Time-saving and labor-saving are more important. What you really gain by having a large and varied supply in the house is peace of mind.

• It removes the strain of daily planning and worrying. You can handle guests, expected or otherwise, without feeling that it's a big production.

• You cut out the repetitiousness of doing the same little things over and over. Remembering to buy

times at a discount, somet[imes] for convenience's sake. [I] all, each for what it does

Supermarkets. Don't go o[ften] when you do go, look aro[und] the supermarket as a show[case] for the entire food ind[ustry] typical supermarket carri[es] different items. Take the [time] study them. You will alw[ays] new ideas, easier-to-use [and] new foods from the far co[rners] the world.

Chain-owned supermark[ets] ally will not give a disco[unt] foods bought in quantity[ies] pendently-owned supermark[ets] smaller stores, too, often w[ill]

Don't be embarrassed to a[sk] it cheaper by the dozen?" [How] does it cost if I buy a case[?] won't seem strange or pinch[y]

Too many freezer-owners a[re] ing the same questions; to[day] people, in general, are q[uite] buying. In fact, many "ind[e]ents" are now catering [to] quantity-buyer as part o[f] competitive battle with the [big] and to meet the new competi[tion] the "food plans." Many [will] livery service on big orders.

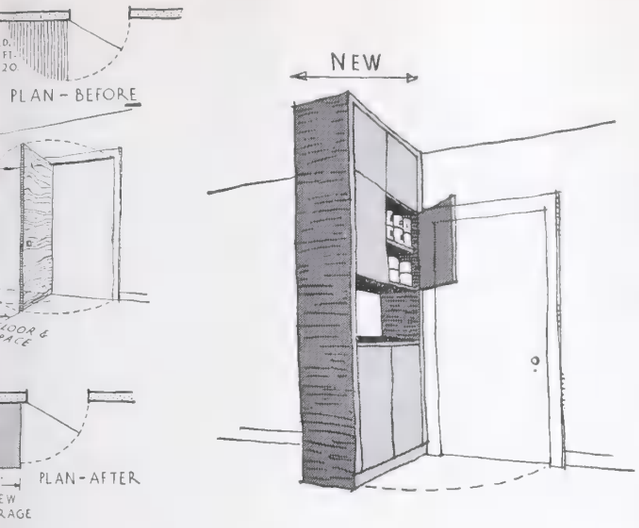
De luxe Grocery Stores. Mos[t] town has one, specializing i[n] grade foods and meat, dai[ry] livery service, charge ac[counts] "Oh, but they are expensive[!] Well, there are times whe[n] find it perfectly worth wh[ile] deal with a store that has [a] anteed quality, that can t[ake] telephone order intelligentl[y] will deliver promptly. *You[r]* is worth something, too! [And] times it is worth a whole lo[t] if you order by the case a[nd] the dozen, the quantity di[s]

canned mushrooms
sweet sauces (cake sauce)
nonsweet sauces (meat)
pickles and olives

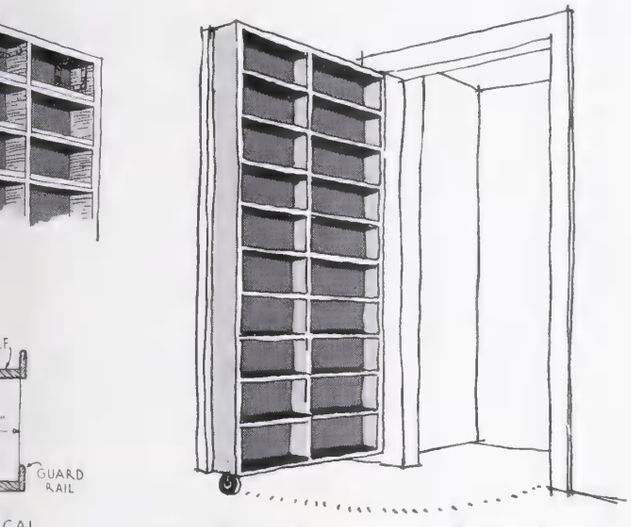
Canned Basics:
onions
potatoes (white an[d]
beets
salmon
tuna fish
chicken
smoked meats
ham
variety of canned [v]
fruits

Cooked Basic Dishes
canned baked bea[ns]

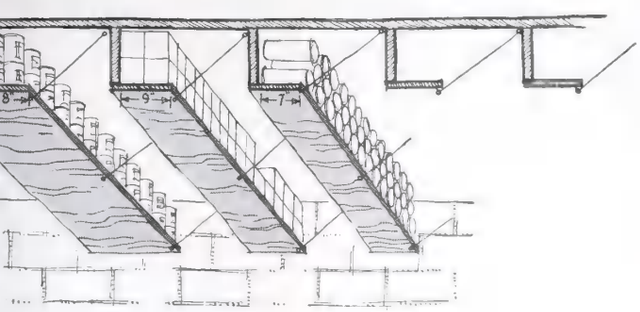
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ou can use wasted floor area for food storage wherever door is not in a corner, but swings through an arc of 180°. this wasted area (shown shaded in the "before" plan) of out 8 sq. ft., build a 2′ x 3′ cupboard. This will yield 6 sq. per shelf. Space the shelves about 1′ apart and you get an nazing total of 48 sq. ft. of can and package storage space.



Fit the insides of doors with 4″-wide shelves, supported by brackets. But use only those doors which you don't open or close too often. Canned goods are heavy, so door hinges will sag unless supplemented by a good rubber wheel.



se exposed joists for food storage—in the garage or sement, wherever underslung shelves will be convenient for ring bulk quantities. Attach boards to joists so as to yield , 8″, or 9″ of shelf space, by screwing to angle brackets ery 2′. Support front edge by connecting screwed-in metal yes" with moderately heavy wire, as shown.

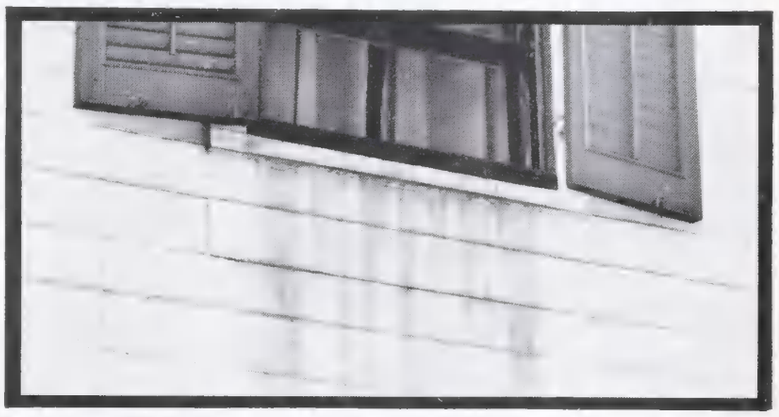


Some stains just happen!



...but you can prevent

SCREEN STAIN



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Leading weavers make this screening from tough aluminum alloy wire, specially developed by Alcoa. You can get it now in wood or metal frames, tension type screens, or in combination screen and storm window units. Or, if your present screening is worn out, replace it with aluminum.

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In Tension Type Screens


In Better Combination Units


In Wood or Metal Frames


By the Foot—at your Hardware Store

Alcoa Aluminum

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ELJER



Quality

THAT ASSURES BEAUTY FOREVER



HEART OF YOUR PLUMBING SYSTEM
Pipes bring in fresh water and carry the waste away, but for satisfactory service, you want faucets that work smoothly and efficiently . . . without dripping. So, in kitchen, bathroom or laundry, specify Eljer Fittings, quality-built for long, trouble-free service. All wearing parts are easily renewable.

You can expect Eljer's Fine Plumbing Fixtures to stay beautiful and new-looking for a lifetime, with ordinary care. Whether you choose a lovely pastel color or Eljer's *snow white*, the finish *cannot* fade. Bathtubs and Kitchen Sinks have an extra-thick coating of glass-like enamel . . . fused to a *cast-iron base*. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids . . . because they are *real* china. Eljer Fixtures wipe sparkling clean with a damp cloth. For free booklet, write Eljer Co., Box 192, Ford City, Pennsylvania.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

EASIER BY THE DOZEN

CONTINUED FROM PAGE 164

you want), expertly hung (perhaps 14 days for beef). They sell only "wholesale cuts" or "quarters." They do not usually sell "retail cuts," i.e. one steak. But, once you have bought a "wholesale cut," they will cut the meat to your requirements, wrap it expertly (better to specify how you want it wrapped) and, what's very important, *quick*-freeze it for you. No meat is so good that it cannot be ruined by improper wrapping and freezing. Buy only high-grade meat to last only two or three months, so there will be no chance of its "fading" in the freezer and so your precious freezer space is not being used for rapid turn-over foods.

Besides meat, fancy frozen chickens, turkeys, etc., locker plants usually also sell the best quality frozen packaged food at discounts running from 10% to 15%, depending on the quantity you buy.

Take care. All locker plants do not offer high quality merchandise. How do you judge a locker plant?

Visit the "cool room," where the meat is hung. Look at the fat on the beef. Is it thick and white? Or is it thin and yellow? Thick and white is what you want. It means good meat. Ask the locker manager what his background is—the meat business or selling automobiles? A background in the meat business is what you want. You may find it difficult just to walk into one locker plant and judge it. But walk into three and you will have a very good idea which is the best one.

Food Plans

They are a good idea, but unfortunately in too many cases very badly handled. There *are* good food plans. The best way to check on a food plan is to call the Better Business Bureau. Do not take too seriously any claims for "savings" that the plan may make. *Do* take great interest in the quality of meat the plan offers. Is it *U. S. Prime? U. S. Choice? U. S. Good?* Those are the three grades which most people eat—in the order of their quality. Don't let them confuse you with such phrases as "Restaurant Grade" meat, which may mean anything or nothing. What *kind* of restaurant are they talking about?

But aside from all that, what a good food plan really does is to save you shopping time. The the best "freezer service" a-going, in that you simpl in your order and they p food into your freezer fo That's as it should be. U nately, even the good "plan tied up with selling freeze are, in fact, merchandizing to sell freezers. No one has fered, to our knowledge, plan for people who alread home freezers.

Run Your Own Food

But why not run your ow plan? Why not quantiti your favorites from the mail-order houses around th try? Remember that box o apples from Oregon, the c sugar-sweet grapefruit from da or California? I don't me should have a year's sup grapefruit in the house at It wouldn't keep. But don't time ordering anew each ti run out. Tell them, in one to send you a box every so It's off your mind and fres or bread or that special-ca always there.

The same with cheeses, are a real fan, and want th ity and variety you can fin in specialty stores or ma suppliers. There again, p semi-permanent order for y vorites, to be sent to you at intervals.

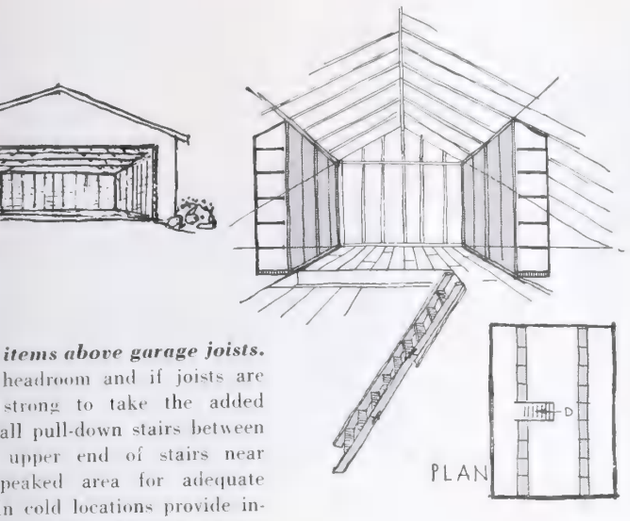
Included in your person plan should be one of th order houses that specia canned foods—sea food, vegetables, soups, pickles a serves, and so on—of the perfection. Expensive? Ye they also specialize in chea the-dozen orders, which hel think of the time you save! the form: pop it in the mai dandy way to shop.

Don't forget these s stores:

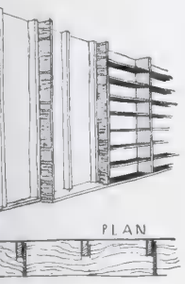
- Fancy meat markets you can get game birds ar son for the freezer.
- Specialist fish marke the great variety of sea fo
- Coffee and tea stores they blend to your order.
- Fancy delicatessens rare and gastronomic de like smoked eel are to be f

Now that you are used to your groceries in quantity be worth your while to ma

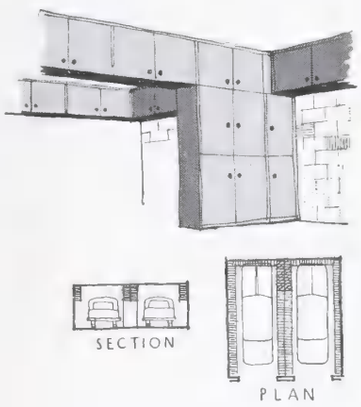
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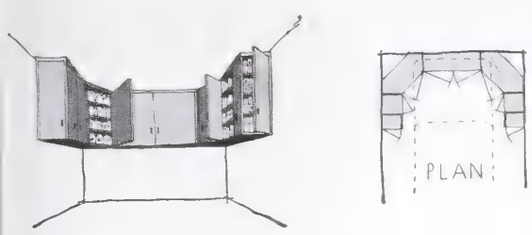
items above garage joists. headroom and if joists are strong to take the added all pull-down stairs between upper end of stairs near peaked area for adequate n cold locations provide in- d electric heating panels, ally controlled.

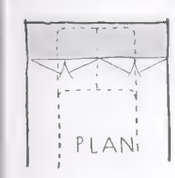


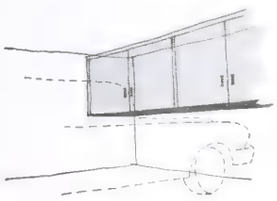
Convert exposed studs in garage to storage shelves, so you can store heavy supplies directly as you unload them from the car. If cramped for garage width, fit shelves between studs. If space permits, add 1" x 10" boards to every other stud, as shown in plan and perspective, to make shelves 10" wide. Add screen mesh or solid doors.



re feet of food storage ours in any two-car garage. eight cabinets between the of cars (see perspective). nd entire garage perimeter ere doors occur), hang cab- elves deep. Install a double inets down the center of the ng (see plan).







ore food over the hood of your car—there are all sorts ways to accomplish this. The upper pair of drawings shows lving 20" deep, extending around the front end of the car, l supported on ordinary shelf brackets. The lower pair of wings shows shelving a uniform depth of 3', and sup- ted by beams extending the width of the garage.

The Joneses turned Green with envy...



. . . when they saw the truck delivering our new Mueller Climatrol. She rushed over to see me right away. "We got tired of those incessant trips to the basement," I told her, "tired of being either too hot or too cold, tired of dirt. We thought it was foolish to put off having the convenience, health and comfort of automatic heat any longer. Wanting to get *the best*, we naturally selected *Mueller Climatrol*".

I guess this is one time the Joneses are trying to keep up with us; I hear they now have Mueller Climatrol heating, too.



TIPS ON HOME HEATING

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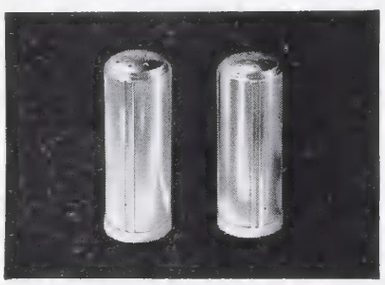
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3 of many happy solutions to your gift problems



Kensington

is perfect for ice cubes, salads, fruits, flowers in this gracious, spacious Coldchester bowl (above). It's well worth seeking out at $10 (matching tongs, $2.75) because of its wonderful resistance to stain and tarnish.



Kensington

makes even salt and pepper important when they're in these lustrous Raleigh shakers (above). They're 2¾" tall, and aren't they smart? Practically indestructible in normal use, too—and only $5 a pair anywhere.

Kensington



has a neutral, yet distinguished air about it. This 6¼" Kingston Vase, at only $5.75 is typical—it flatters flower arrangements instead of overpowering them. You'll find Kensington pieces unobtrusive accents for any decor, period or modern.

Every Kensington gift is smart and useful. It's easy to care for because it won't tarnish or stain, and it never needs polishing. You'll find it at good gift, jewelry, or department stores everywhere. If you don't find it, write us for store nearest you.

Kensington

OF NEW KENSINGTON, PA.
A DIVISION OF THE ALUMINUM COOKING UTENSIL CO., INC.

EASIER BY THE DOZEN

CONTINUED FROM PAGE 166

special trip to buy that "super" favorite food, sold only at that special store. But buy enough so you won't have to go back for several months.

Then there are the big produce markets. By that I mean those rambling markets, where originally the local farmers set up stands and sold their vegetables, eggs, fruit, meat, etc. By now, it may not necessarily be the farmer himself who runs a stand there, but the idea is the same—really fresh, top-grade groceries.

The Farmer's Market in Los Angeles and the Washington Market in New York are examples. There is something similar in many cities. Here is an excellent source of first-class meat for your freezer. Many of the butchers in these markets offer special "freezer service," sell "wholesale cuts" of meat at semi-wholesale prices. Also you'll find fish and sea food in such variety as you never knew existed (at least, *I* didn't!). In short, such a market is a paradise of everything good to eat. But it's hardly the place you want to shop every day. Once a month is enough—if you buy a lot.

At this point, you're saying: "She must be crazy if she thinks I will now go out and spend $500 right off the bat, loading up my house the way she says." Don't get me wrong. You can't jump into "quantity buying" so suddenly. You must feel your way, find out how to make it work for you, your family, your budget. If you have a freezer, perhaps you should start there. Buy a "wholesale cut" of beef or a few dozen packages of frozen food. Work your way into the canned and packaged goods slowly. It will take a little shift in your mental gears—away from your mother's values—to get yourself going. But you will more than make up for it later on—in convenience, time-saving, better eating. Then, when they say: "Why, ma'am, you surely do set a mighty fine table," you can blushingly reply: "Thank you! 'Twas no trouble at all!" And you'll be telling the *truth!*

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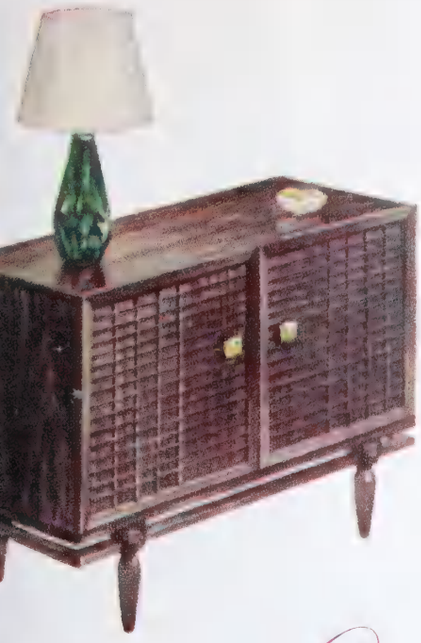
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Shreveport . . . . Hemenway's—910
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Saginaw . . . . . .Herzog Fur
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Memphis . . . . . .Arthur
TEXAS—Amarillo . . . . . .
Austin . . . . . .Bridges Furn
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Circa '60 introduces you to a new kind of modern furniture. It's fluid, free, graceful in line . . . sturdy in construction . . . adaptable in mood.

Perhaps your approach to contemporary design is casual, perhaps sophisticated. In either case, you'll respond to the warmth, the beauty, the unprecedented freshness that's Circa '60. Here are a few of the many lovely pieces.

Informal living-dining room group. Console table opens up to seat 6, has swivel legs that make for maximum leg room. Cabinet will house essentials for high-fidelity radio and phonograph. Lounge chair and table complete the scene. All Circa '60 pieces are finished in back, can be used as room dividers.

Attractive walnut bedroom group in Circa '60. Double bed has sculptured headboard. Double dresser offers spacious accommodations. The pieces are raised from the floor, have a light, air-borne look, and all Circa '60 dining room, bedroom, living room pieces are open stock.





CUSTOM QUALITY at PRACTICAL PRICES

Heritage Henredon *fine furniture*

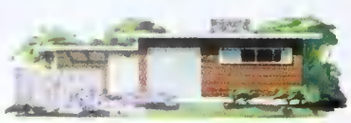
SEE HERITAGE-HENREDON'S CIRCA '60 AT DEALERS' LISTED ON OPPOSITE PAGE

Factories at High Point, Morganton, Mocksville, N. C.

Yours...real mahogany paneling like this for only $63



A subtly beautiful wall of Honduras mahogany Plankweld, 13 feet long (or even longer, allowing for doors, windows, or fireplace) can be yours for only $63.50. Each package contains ten 8-foot pre-finished panels 16¼ inches wide. You get more than beauty . . . you get lifetime durability and minimum maintenance.



There's a Weldwood® Building Product for every part of the home: doors, roof sheathing, built-ins, interior walls, siding, sub-flooring, bathrooms and kitchens, concrete forms.

HONDURAS

Mahogany Plankweld

—another Weldwood paneling

REAL WOOD FOR BEAUTIFUL HOMES

Special September-only offe
saves you $15.50 per package o
genuine pre-finished Hondura
mahogany Plankweld panels..
and you can do the job yoursel

Now you can join the trend *away* from diet of dead, flat wall surfaces that ne frequent redecoration. You no long need put up with imitations—with pap or composition that tries to *look* like woo

You can afford the *real thing*—beau ful, Central American Honduras mah any—one of the world's fine cabin woods—which adds distinction and luxu to any room and is the perfect backdr for any decorative scheme. If you c hammer and saw, you can install Plan weld® yourself and have fun doing it.

Honduras mahogany Plankweld is pertly factory-finished to a soft, de luster that needs no further finishing your part and little or no upkeep. comes in an easy-to-handle package, a is guaranteed for the *life of your hon*

For special September-only offer, below. Then see your lumber dealer visit any United States Plywood or U. Mengel showroom from coast-to-coa

Special metal clips, supplied in each package, conceal nails. Plankweld is edge-grooved so pieces fit snugly. It can be fastened without furring directly on studs or over any nail-holding surface, such as plaster or sheathing. Plankweld also comes in birch, walnut, oak, hazelwood and Philippine mahogany.



Special Offer. The regular price of Hon duras mahogany Plankwel is $79.00 per package. Present this advertisement t your local lumber dealer before October 1, 1953 an the price will be only $63.50 per package. If yo lumber dealer does not have it, visit one of th more than 60 United States Plywood or U. S.-Mengi showrooms located from coast-to-coast. They will se that your order is filled by your lumber dealer.

For further information, send 10¢ for full-col book, "Beautiful Wood for Beautiful Homes."

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46.

Dramatic plants

ıave more "Pay-off"

Look for these lesser-known evergreens.

Display them in an open area and

prune to accentuate their beauty of form

GRAPHS BY MAYNARD PARKER



alize on the beauty of dwarf pines by giving specimens an rtant location away from house where they can be viewed ppreciated from all sides. Then sun and wind can play with old branch pattern, creating exciting shadows on the grass.

CE PRENTICE, LANDSCAPE ARCHITECT





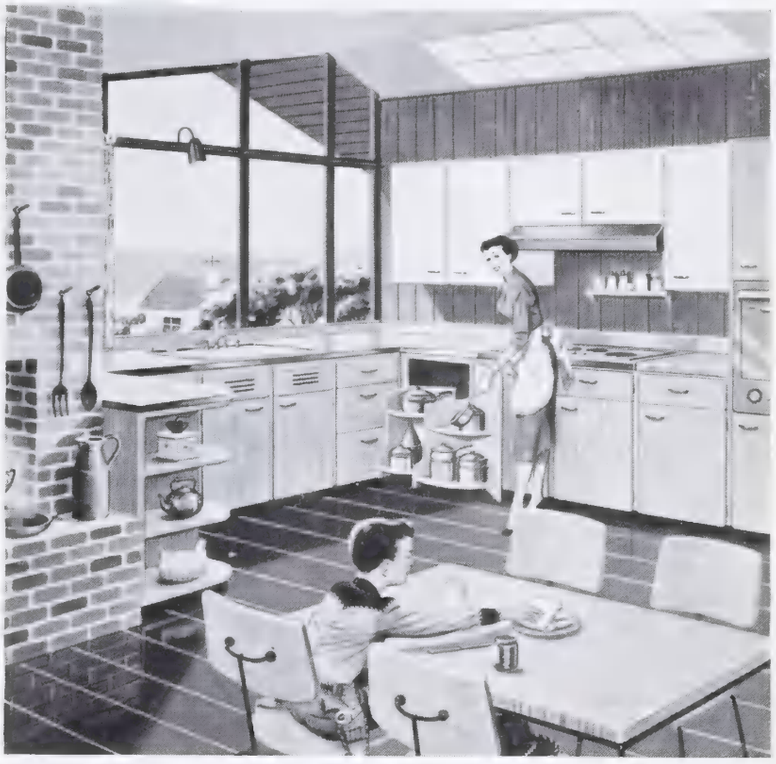
twin does the ning? And s the drying? hardly tell. alike are the lton compan- which make omatic home Washer is top as a Selecta-Cycle control button, which you press at the ion, and then leave the rest of the operations to start and utomatically. Front-loading dryer has the Fabri-Dial tem- control, calibrated to actual types of fabrics, so you can right one (from 135° to 190°) for the fabric involved.

(*Please turn the page*)



Short cut to

BETTER LIVING





ALUMINUM DRAWERS. Quiet. Won't chip or rust. Always slide easily on hard-wood slides and guides.



FOOD MIXER CABINET. Slight pull on spring-balanced shelf brings your food mixer into instant service.

A Kitchen Maid kitchen planned especially for *you* is a thrifty short-cut to better living. Offered now in beautiful Natural Wood finish, or in any of six soft colors, or white, it brings warmth and friendliness to the kitchen and adds zest to life itself. Generous storage space is ideally arranged. Up-to-the-minute conveniences include swing-out shelves, built-in cooking and oven units, tray compartments, towel racks and broad, gleaming counters. Work becomes play, and time is saved for family fun or leisure. Kitchen Maid's Flo-Line styling is graceful and distinctive. Hard-wood construction, solid shelves, aluminum drawers and Resinite doors are your assurance of years of service. See these kitchens at your dealer's soon. Send coupon for valuable idea booklet with model kitchens in color.

KITCHEN MAID
FIRST AND BEST IN
KITCHENS

Send for this booklet!



The Kitchen Maid Corporation, 239 Snowden St., Andrews, Ind.
Enclosed is 15 cents in coin for which please send me your colorful idea booklet with pictures of new model kitchens.

☐ I plan to build ☐ I plan to remodel

Name _____

Street _____

City _____ Zone _____ State _____

Look for this sign in your dealer's window. It signifies his skill and recommends him to you as a member of the nation's oldest kitchen planning organization.



NEW **MIRACLE TIMING DEVICE**

makes appliances *fully* automatic

Turns appliances and lights on and off day after day, *automatically!* Needs no daily re-setting. Can be set to skip automatic operation for one or more days. Convenient manual control for turning appliances on or off ahead of schedule. Timings from one hour to 23 hours. Easy to set as an electric clock . . . costs only $11.95 (15 amperes).



DEFROSTS YOUR REFRIGERATOR

Nothing like it on the market! *Only* TIME-ALL defrosts at the exact time of day you choose. Has exclusive new skip-defrost feature. Defrost period adjusts to any make, any size, any age refrigerator. The first *fully* automatic precision defroster!



LIGHTGUARDS YOUR HOME

Police recommend "policing with light" when you're away. TIME-ALL *automatically* turns on lights at dusk, turns them off later in the evening. Gives the impression you're home; discourages prowlers! Works whether you're away for hours, days or weeks—without re-setting.



WAKES YOU TO MUSIC

Convert your *present* set into a clock-radio with versatile TIME-ALL. It's the only radio timer, built-in or portable, that needs *no re-setting* each night for next morning's waking to music. Use magic manual control for late-sleeping days. TIME-ALL controls your record player, too!



WARMS YOUR BEDROOM ON COOL MORNINGS

Why freeze on a frosty morning? TIME-ALL connected to your electric heater will turn it on automatically an hour or two before you awaken; your room is warm as toast when you step out of bed!

Many other uses. Beautiful grey plastic case. Size, only 5" x 4" x 2½". Six-foot cord. Hang on wall or set on table.

For complete information and the name of your nearest TIME-ALL dealer, write:

INTERNATIONAL REGISTER COMPANY
2418 W. Washington Blvd., Dept. 93-K • Chicago 12, Illinois

TAKE IT EASY *Lady!*

Keep up with the newest labor-saving conveniences. They will help yo streamline your housekeeping

By Charlotte Conway



Those who hard-water area to their grief t of hard water i and detergents dering wear a on clothes, extr in coping with tub rings. Th Aquamite water softener brings savings all along the line. Mo that, its baked white finish makes it a suitable companion to or laundry appliances. Measuring only 36" high x 12" or diameter, according to capacity, it fits into a small space. Ir regenerating salt is at convenient waist height. Refinite Sa







d® Building part of the sheathing, walls, sid- bathrooms rete forms.

g

Special Offer. The regular price of Honduras mahogany Plankweld is $79.00 per package. Present this advertisement to your local lumber dealer before October 1, 1953 and the price will be only $63.50 per package. If your lumber dealer does not have it, visit one of the more than 60 United States Plywood or U. S.-Mengel showrooms located from coast-to-coast. They will see that your order is filled by your lumber dealer.

For further information, send 10¢ for full-color book, "Beautiful Wood for Beautiful Homes."

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46.



re all for any- that lets the family help with ousework! And oung folks will much kick out carrier for the vacuum cleaner would out of a press wagon. Landers, Frary & Clark have just brought out rrier for their Universal Jet 99 vacuum cleaner. A suction disc the cleaner firmly to the carrier so it can't tip or fall off. oft rubber casters let carrier roll around easily without mar- oors. Plastic bumper runs all around to protect furniture.



Lots of women admit they're not mechanically inclined. And sometimes they have trouble figuring out how to adjust heat controls for surface units on an electric range. Admiral has lit- mometer-type indicators beside each Flex-O-Heat control, so n see whether heat is dialed to high, medium, or low. They also ice a new adjustable broiler rack. With a hand-operated lever, se or lower broiler without touching hot rack or pans. Auto- timer controls oven, one surface unit, and appliance outlet.



ch twin does the ashing? And does the drying? an hardly tell. h alike are the amilton compan- ces which make automatic home v. Washer is top , has a Selecta-Cycle control button, which you press at the osition, and then leave the rest of the operations to start and p automatically. Front-loading dryer has the Fabri-Dial tem- e control, calibrated to actual types of fabrics, so you can he right one (from 135° to 190°) for the fabric involved.

(Please turn the page)

WHY DO IT THE HARD WAY?



ONLY $16.95†

GET A COSCO STEP STOOL



A SAFER LADDER

Get a COSCO "two-in-one" Step Stool—the *easier* way to reach high places more safely—the ever-handy "work-high" seat for countless household tasks. Rubber-treaded steps swing in, swing out, lock in place! All-steel construction assures years of service. COSCO's a beauty, too, with chromium finish, washable, durable Duran upholstery in choice of red, yellow, gray crystal, blue, black or green. Ask to see the complete line of COSCO Step Stools at your favorite department, furniture or hardware store. Priced as low as **$9.95** ($10.45 in Zone 2*)

†$17.95 in Florida, Texas and 11 Western States. (Zone 2)*
Sold also in Canada and South America

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA



A RESTFUL SEAT ALL IN ONE!

COSCO

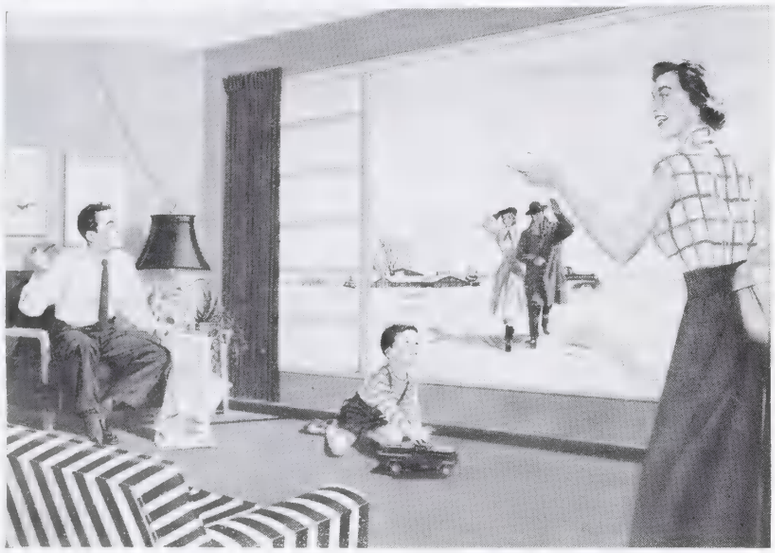
Household Stools, Utility Tables and Juvenile Furniture

For the best in quality, look for the COSCO Trademark. Accept no substitutes.

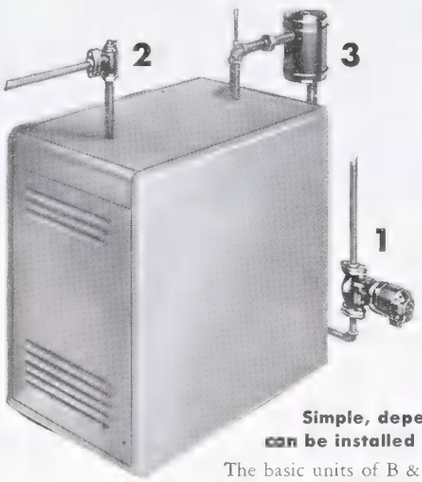


EVERY INCH
of our home is
COMFORTABLE
because we chose.

B&G Hydro-Flo* Heating



Before you select the heating system for your new home, remember this . . . *if the floors, walls and spaces around the windows are not warm, you'll never be really comfortable!*



That's why you should have B & G *Hydro-Flo* Heating . . . with modern baseboard panels or radiant pipe coils completely concealed in the floor or ceiling. This *forced hot water system* will blanket *all* of your home in cheerful sun-like warmth—block out icy down-drafts from the windows—keep floors warm.

B & G *Hydro-Flo* Heating adjusts itself automatically to every change in the weather . . . modulates the heat supply so that indoor temperature is always uniform . . . always at the comfort level. It is exceptionally economical in operation—no wasteful over heating.

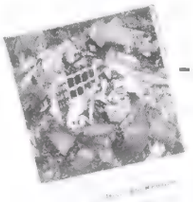
Simple, dependable *Hydro-Flo* equipment can be installed on any hot water heating boiler

The basic units of B & G *Hydro-Flo* Heating are (**1**) the Booster Pump to circulate hot water through the system, (**2**) the Flo-Control Valve to prevent an over-ride in temperature and (**3**) the domestic Water Heater which supplies abundant hot water for every household use—summer and winter.

BELL & GOSSETT COMPANY

Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto



BELL & GOSSETT COMPANY, Dept. DC-30, Morton Grove, Ill.

Please send your free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."

Name .....

Address .....

City ..... Zone ..... State .....

*Reg. U. S. Pat. Off.

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Cooking t
much tim
your day? Try
Nesco automa
er oven. *It*
cooking, while
or shop or g
It will cook
meal, and if
the menu right, everything will be ready at the same tim
it has a 20-qt. capacity, it will handle a lot of food for
people. You can't see the heating units, but they fully
bottom, are in side walls, too, to make roasts brown better a
cook faster. Comes in white enamel with blue trim, aluminu



If you like copper and brass accessories in your kitchen, you'll like other touches of gold color, too. Thor's new refrigerator has gold colored handle, nameplate, ice-cube trays and interior trim. Refrigerator has two glass shelves over crisper bins
moist cold area. Other shelves are of wire, including a h
two single shelves, and another with half drop-down. Chill
crisper are of plastic. Inside the door are three shelv
conditioner. Total capacity is 10 cu. ft. Defrosting is a



If you're t
ly type, h
the freezer
Manitowac
with four
ments, each
own Cold-H
doors. You
one compart
meats, another for vegetables, another for cooked foods.
foods" in this way, you always know where to find everyth
doors keep frozen contents free of cold-loss. This model has
of more than 18 cu. ft., yet takes up floor space measu
2½′ x 3′, will go through any standard door or average

IT'S WORTH MENTIONING

By Julie Polshek

l indoor TV antenna that
8 directions is built into
leatherette pad. To oper-
tenna, you just twirl its
til you get a clear screen-
this action automatically
the dipoles' phasing
nnovative device, produced
ding maker of built-in TV
is usable to supplement
oor or built-in antenna or
. $5.95, Amy Abbott, 344
nd St., New York, N. Y.

WINDSOR CONSOLE . . . DUMONT TELEVISION





Installing this folding door is a simple, half-hour job and entails no floor track. Spacemaster, created by Modernfold's maker, is all steel. Smart gray bark-cloth cover is spring-stretched, has plasticized, washable finish. Door's nylon slides keep it firm in opened and closed positions. Height 6′8″ x 2½′ or 3′, $24.95, $27.95; 4′ (openable from both ends), $38.50. From New Castle Products, Box 105, New Castle, Ind.

n keep silver tarnish-free
ly with X-Pose cream and
ose polishing cloth. Just
eam and follow up with
h. This treatment creates
invisible film that's main-
y merely polishing object
lly with the cloth. Treat-
guaranteed to be nontoxic,
to silverplate and sterling.
able for copper, brass,
$1.98. Cortley Gifts, 305
., New York, N. Y.

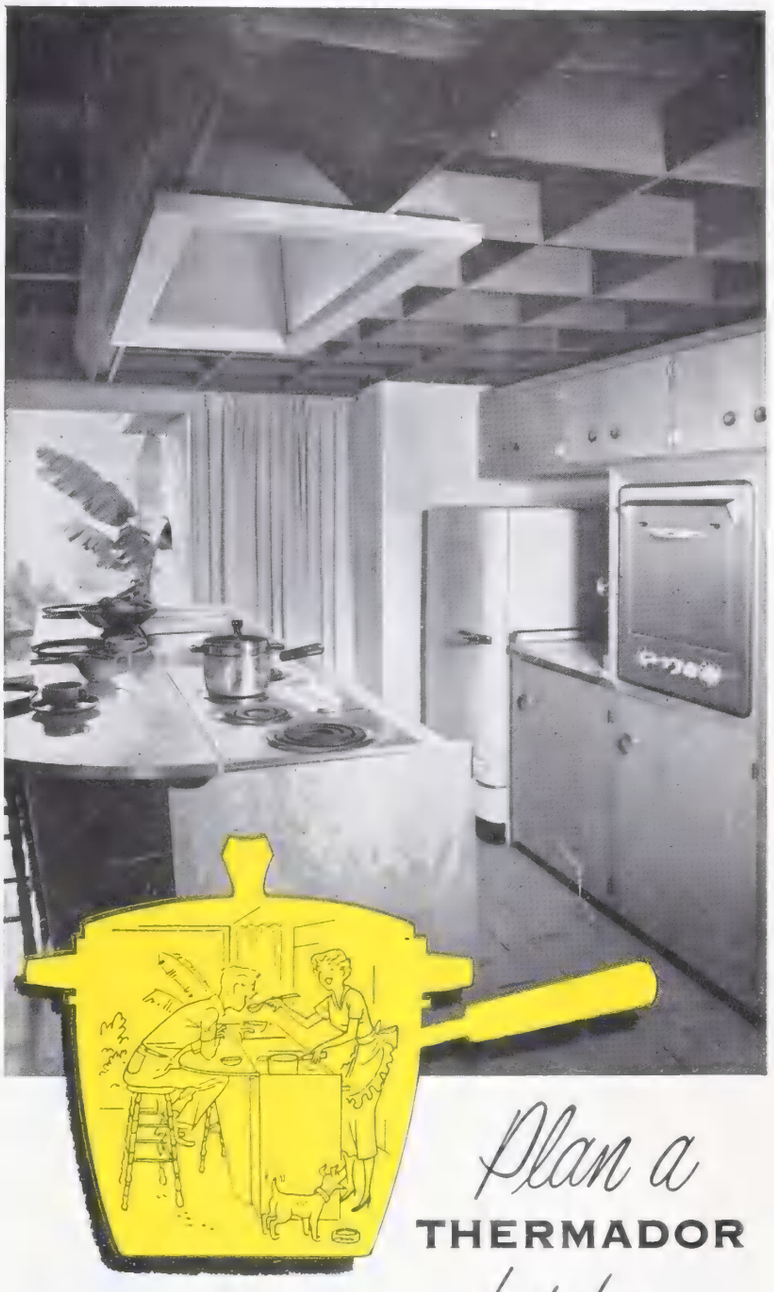


BLE, COURTESY ARISTO-BILT



Polyplastex have merged white tarlatan net, swirled gold threads and Vinylite in this handsome lamination. Carousel Panalum's parchment-like surface displays net's weave. A rugged, easily applied top for table, vanity, desk. In 2′x6′, 4′x3′ sheets, $6; 1′x6′, $11.50. Adhesive, $1.25. Carousel Panaflex for correlated upholstering in Panalum's sizes, $6.25, $11.75. From Eastern Handicrafts, 150 W. 45th St., New York, N. Y.

(Please turn the page)



Plan a THERMADOR kitchen

PERSONALIZED CONVENIENCE . . . Your own special needs come first in a kitchen planned with Thermador Bilt-in range units. Cooking top and separate eye-level oven can be located for fewer steps, ideal height and perfectly organized work flow. You can choose from three cooking top designs . . . add a Bilt-in warming drawer and griddle to make it really complete.

CUSTOM BEAUTY . . . Thermador units become part of the basic kitchen design. Stainless steel lifetime finish and functional styling add beauty to any kitchen and simplify cleaning.

GIFTED PERFORMANCE . . . Every modern feature for skillful, trouble-free cooking . . . fast, five-range heat control . . . heavily insulated, fully automatic oven and the cool, clean dependability you get only with electricity.

For Convenience . . . Beauty . . . Performance

THERMADOR

Send for free descriptive folder which helps you plan a carefree Thermador kitchen:

Thermador Electrical Manufacturing Co.
5119 District Blvd., Los Angeles 22, California

Name_____

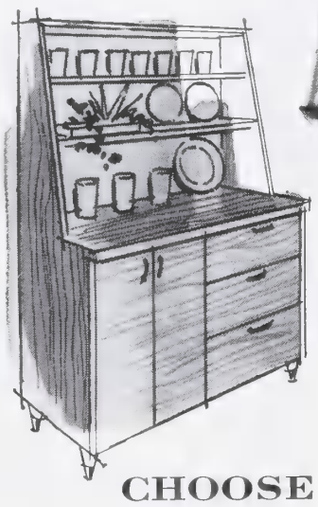
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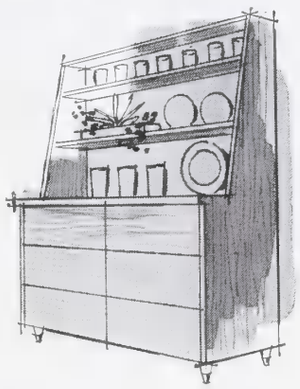
City_____

3-963

WHEN IT'S HARD TO MAKE UP YOUR MIND







CHOOSE THE ONE MADE WITH

MASONITE PRESDWOOD

NOW

LIFETIME GUARANTEED

Never to split, splinter or crack

Never to snag the sheerest fabrics

You can expect more from furniture made with Masonite Presdwood®. More strength, more usefulness and longer service. These grainless, all-wood hardboards are found today in the offerings of more than 300 leading furniture manufacturers.

Among its many furniture uses:

case backs
core material
cross banding
dust stops
drawer bottoms
mirror backs
sliding panels

better hardboards for better furniture

—ask your furniture dealer

MASONITE® CORPORATION

Dept. HBT-9, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

IT'S WORTH MENTIONING

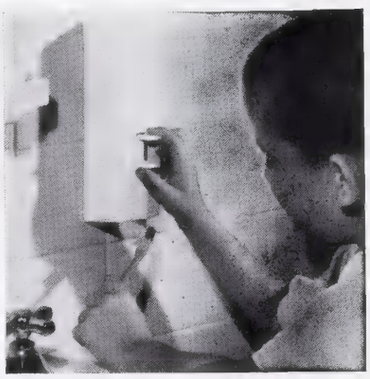
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This mobile leaf-burner ca with you, ready at each rak to receive the refuse. It rid out rutting the lawn, on tires shielded from sun's r sulation provided by Lazy ash pan prevents lawn sc empty pan, you merely ti bar downward. Ruggedly heavy, aluminized steel. W 2′ x 2′ mesh bin, $24.95; 2′ $29.95, Gardening Produ lington, N. J.

With this headlight timing-switch, your auto's road lights can be utilized for up to five minutes to guide your path to your destination. You turn off the manual headlight switch as always; then set Kar-Lite's dial for the number of minutes you want to keep headlights on. At pre-set time, they automatically turn off. Easily installed; bracket supplied for mounting. $5.95, Mastercraft Products, 212 Summer, Boston 10.





The toothpaste-saving tha matic makes possible, e where small fry are co pays for the device mar over. And having access paste without the bother o ing and replacing a cap i vious convenience. Trim pl penser, operated by a stron is supplied with adhes mounts tube-housing on an wall surface. $1.95, Mid-St ucts, 1940 Sixth Ave., C

Far more effective than laborious manual cleaning, Serf-O-Let cleans, sterilizes, deodorizes the toilet bowl with each flushing of the tank. The chemical dispensed lasts a half year without refill. Eliminates iron stains, cleans unseen trap areas, removes film invisible to eye. All are aids to an odor-free bathroom. Fits any tank, works with hard or soft water, usable in septic tanks. $3.95. Serf-O-Lets Co., Hollywood 28, Calif.





Usually the trays designe drawers neat and tools a won't hold oversized kitch But this new Plas-Tex G 12″ x 15¾″, is a fine a the problem. Five capaci partments handle anythi egg beater and spatula to cutter. Rounded corne cleaning easy. Heavy plastic is noiseless, unb Cherry, yellow, natural Carson's, Chicago, Ill.



A removable liner of Spongex-Ripple rubber gives Changette Bath Rug skidproof anchorage and resilient cushioning. Slipcover, divested of the pad, is as easy to wash and dry as a bath towel. Made of velvety chenille fabric, fringe edged. Gray, white, apple, or moss green, chartreuse, coral, wine, pink, red, pastel blue. In 18″ x 30″, $3.98; 2′ x 3′, $4.98. Extra covers, $1.98, $2.98. Dean's 204 W. Washington, Milwaukee, Wis.

semblance of Copper-Plate Molds to real copper is . They fool you even at e-range. Fetching, tarnish-all decorations, and a mere s each. They don't with-gh heat, but for foods such s, puddings, etc., serve the olding purposes as copper The design choice includes le, rooster, lobster, curved -of-corn. From Miles Kim-, Oshkosh, Wis.





The oils compounded into this extraordinary hand cleaner remove even such unyielding things as crankcase putty, darkroom developing compounds. Equally effective for freeing your hands of paint, gardening's green stain, hair dyes, carbon. Apply it before dusting, and grime won't penetrate skin's surface. Prolif Waterless Hand Cleaner is as gentle as a hand lotion. $1, Prolif Laboratories, 201 Greenleaf Ave., Staten Island, N. Y.

nt all-nylon yarn, thickly is used in the head of Dri-Bak Mitt-Mop. It does y, thorough dust-collecting hout linting and remains d soft. Everyone, of course, ylon's toughness and wash-The waterproof backing ped, glove-like design are conveniences. $3.98, with ght enameled metal handle astic mop-washing bag. gdale's, New York, N. Y.



S BY FRED LERNER



Vinyl Linen's form-fitting edging is heat-sealed to shelving that stays put and flat without fastening. A boon for metal cabinets, especially. Soft, linen-textured plastic is rich-looking and decoratively enhanced by lovely colorings. Long-lasting; can be machine-washed. Red, coral, aqua, hunter green, or yellow edging; shelving is pastel-tone of edging's color. $2 a roll (12-ft. x 12-in. wide). Hammacher Schlemmer, New York, N. Y.

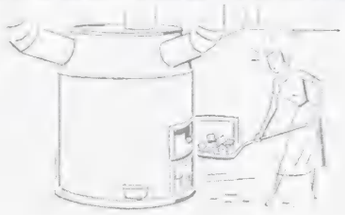
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To Love, Honor and--



STOKE THE FURNACE



Coal shoveling, ash hauling and the dirt and inconveniences of old-fashioned home-heating just don't make for a healthy, happy home. At the touch of a fingertip you can have the temperature you want, when you want it. Even on the coldest mornings, your house is cozy and warm when you wake up with—

TORIDHEET AUTOMATIC HEATING

TORIDHEET's famous wall-flame action has only one moving part; no delicate valves or nozzles to replace or adjust—*and you save up to 40% on fuel bills, too.*

For tops in dependability, convenience and economy it will pay you to get better acquainted with TORIDHEET Automatic Heating, *today.*

OIL OR GAS CONVERSION BURNERS AND COMPLETE UNITS

Illustrated Folder—
Free on Request
Mail Coupon Today



TORIDHEET DIVISION
Cleveland Steel Products Corporation
7322 Madison Avenue • Cleveland 2, Ohio

CLEVELAND Toridheet AUTOMATIC HEAT

Name _____

Address _____

City _____ Zone ____ State ____

PERENNIAL CURTAIN FAVORITES!

their performance is as remarkable as their beauty



REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

When you buy Saylerized Organdie Curtains, you know exactly what to expect of them. You know they'll wash beautifully, dry in a jiffy, come out crackling crisp, frothy-white, and new-looking without starching or stretching. You know they'll wear and wear and wear . . . remaining crisp even in damp weather . . . shedding dust and dirt so that fewer launderings are needed. You know they'll give your rooms that special charm that only organdies can. No wonder women everywhere continue to play it safe by demanding Saylerized Organdies . . . the curtains they know and can trust!

ORGANDIE CURTAINS
WITH
SAYLERIZED®
PERMANENT FINISH
"HEBERLEIN PROCESS"
TRADE MARK U.S. PAT. OFF.

Write for free curtain decorating booklet to Sayles Finishing Plants, Inc., Dept. B2, Saylesville, R. I.

IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



Wrought iron, heretofore u able in kitchen fittings, is n ding stylish flair to the k Wrought-iron tubing and me both used in this paper-towe er and utility shelf. Shelf inches long, with a wall that's both eye-appealing functional. Cost is $6. Towe er has fingers to guide the roll. $6. Both available Pentland Associates, 220 Avenue, New York, N. Y.

Great to-do is made of Glos-Sweep's dust-free performance, its cleaning supremacy for hard-surface floorings, its sweeping speed. Warranted fanfare, we found. The twin-edge rubber blade has gashes end to end. Their electrostatic action unseats even imbedded dirt particles, gathers and holds swept-up dust. Cleaning head's angle is reversible for reaching under radiators, etc. $3.95. Maxilume Co., 125 W. Hubbard, Chicago 10.





You use this deodorant's in needle to treat mattresses, p upholstery. For garments, clo room odors, etc. Hyptomic k plies a sprayer. Odorless pound, long used by hospital industry, has exceptional de ing and disinfecting properti hibits mildew fungi, thus nating their musty scent. Sa any surface; nontoxic. Kit, 1-qt. refills, $1.70. Hyptomi Palmetto, Fla.

Equip Absorbo Rack with paper toweling and you create a disposable frying shield that soaks up spatter and steam. Paper-lined device can also be utilized to receive bacon or fried food when taken from the skillet. Useful in the oven to keep fried things crisp and hot, biding serving time. Set on a baking pan, minus toweling, rack serves as a broiling grill. $1.98, L. Wright Co., 420 Market St., San Francisco, Calif.





With this cream-like fabr hesive you can hem drape garments without sewing, in apply mending patches to holes, tears, rips. The lastin effected is flexible as the fa self, withstands launderin cleaning, and steam-pr Treats even such heavy ma as carpeting and canvas. Jo D/C Fabric Mender costs tube; obtainable from Ma Field's (Budget Floor), Chi

MENGEL Gold Coast Mahogany

for you who love the charm of old-world furniture
. . . yet long for the efficiency of modern



AHOGANY HAS NEVER LOOKED RICHER . . . nor been thriftier than this!



See how Mengel Gold Coast measures its purposeful way along a wall . . . makes a "write" corner . . . then continues efficiently on. Not a waste inch! Look at the floor space you gain. The wonderful drawer space. And notice how smoothly one surface greets the next . . . this is where Gold Coast shines! Mengel craftsmen have built this furniture with greatest care . . . of a glowing mahogany that will, with just a little care, bring a lifetime of beauty to your home.

Choose Mengel Gold Coast with the bookcase headboard as shown above . . . or with the panel headboard shown at left. There are many individual pieces in the Gold Coast group . . . and many, many ways to group them.

Mengel Furniture groupings are priced from $179 to $499 f.o.b. Louisville

MENGEL

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No imitation equals beautiful sterling . . .

A treasure to have, to enjoy for a lifetime, means no compromise with second best. It's wise to remember this when you buy sleep. Compare. See why a U. S. Koylon Foam Mattress and its matching foundation offer the most scientifically perfect support for sound, restorative sleep. It costs so little each night of your life to enjoy the best—U. S. Koylon Foam.



No imitation compares with

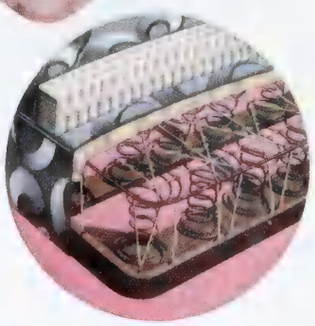
U.S. Koylon® FOAM



Compare! A full 4½-inch depth of finely whipped foam—that's Koylon. Comes on both sides—exclusive with Koylon—make this fine mattress soft to the lightest touch, yet give correct, firm support to the body.



Compare! Only Koylon is reversible for good housekeeping. Here again, the exclusive double-cored construction is important. And for comfort, Koylon gives you over-all equalized support.



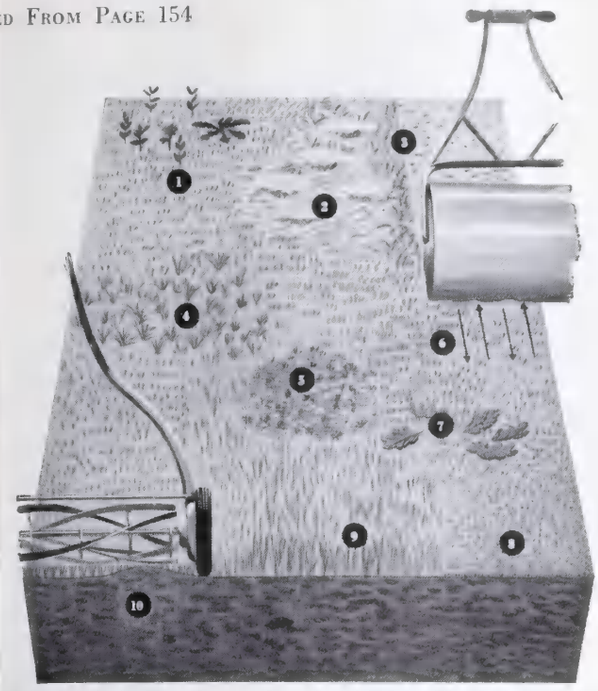
Compare! Engineered foundation, like Koylon itself, is built to last a lifetime. No danger of springs popping out of place. They're hand-tied 8 ways with a special twine. Double-rail, solid wood frame.

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER • NEW YORK

UR LAWN TROUBLE HERE?

ED FROM PAGE 154



s you are using the techniques of lawn care

1 Did you sow grass seed too late in the spring? Results in a weak lawn, many weeds. Grasses grow best in cool weather, "rest" when soil warms up (no new root growth).

2 Did you leave grass too long in the winter (stopped mowing too early)? Causes matting and delays growth in spring. Mow as long as grass continues to grow in the fall.

3 Did you roll excessively? Packs soil too tightly, prevents normal soil aeration. Roots grow slowly or die, lawn turns brown. Aerify to correct.

4 Did you let grass get long, then shave it back close to the ground? Weakens grass, so weeds soon take over. Cut as soon as grass is 1" above its usual height, not by some set calendar period.

5 Did your mechanical leaf grinder leave too deep a leaf mulch on your lawn? Grass must breathe.

6 Is your roller too heavy? Soil "piles" up ahead of roller, resulting in wavy surface. Mowing at right angles to ridges will eventually restore former condition.

7 Were tree leaves left on the lawn? Can cause smothering if ice coats them solidly. Grass is alive all winter, must have fresh air.

8 Did you mow too close? Starves the grass (must have leaves to make the sugars it needs to stay alive), exposes the roots to the hot sun, lets light down to germinate weeds.

9 Did you delay spring mowing too long? Weakens grass because roots are suddenly exposed to sun heat. Mow as soon as grass gets 1" above its normal lawn height.

10 Are hillocks being "scalped" by the mower? Lift the sod, remove excess soil below, then replace the sod level with lawn surface.

(*Please turn the page*)



"MODERNFOLD" Magic GIVES YOU

TWO BIGGER ROOMS FOR THE PRICE OF ONE DOOR

● There's really nothing to it. Just replace your old two-way swinging door with a "Modernfold" door (you can do it in about 30 minutes without remodeling)...and you add usable floor and wall space in *both your kitchen and dining room.*

Since "Modernfold" doors fold open and closed *between door jambs,* they never swing into and bang furniture...never stand ajar...or slam unsuspecting fingers. With "Modernfold," too, you can be sure you're getting top folding door quality. Check the extra steel in "Modernfold's" sturdy frame, the double-hinge plates, both top *and* bottom, that insure smooth operation. Examine the covering—finest obtainable vinyl-fabric—that washes clean with soap and water.

Your "Modernfold" Man can show you how to save room—in *every* room. Call him today—under "doors" in your classified directory. Or clip coupon.

"MODERNFOLD" DOORS provide a quick, simple method of dividing large bedrooms into two smaller rooms.



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Address.....

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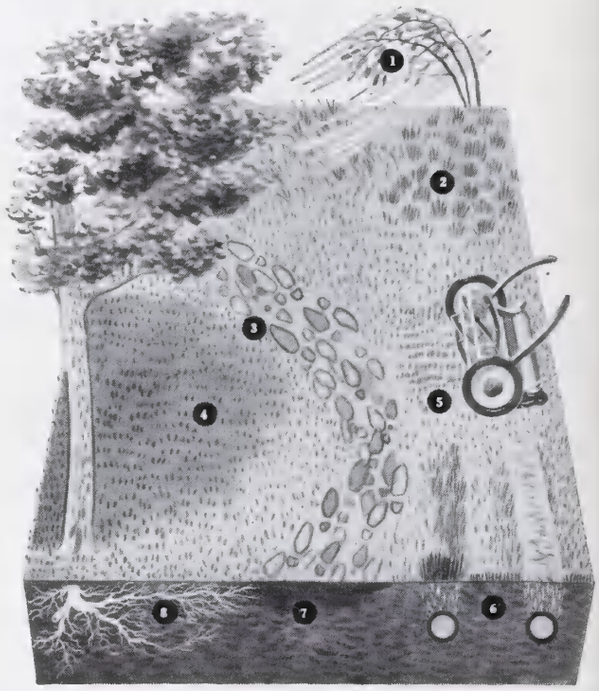
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IS YOUR LAWN TROUBLE HERE?

CONTINUED FROM PRECEDING PAGE



If your site causes these lawn probl
maybe you should pave the trouble

1 Do high winds evaporate so much moisture from the grass that it remains wilted much of the time? Wilted grass can't grow, can't manufacture sugars to feed itself.

2 Are there acid-soil spots in your lawn? Apparently a minor difference in acidity is causing the splotchy growth, although usually grasses are very tolerant and grow equally well in acid or alkali soils.

3 Is excessive wear killing the grass? Both the actual abrasion of the tender grass leaves and the soil compaction cause trouble. Wide grass paths encourage people to walk in a different place each time.

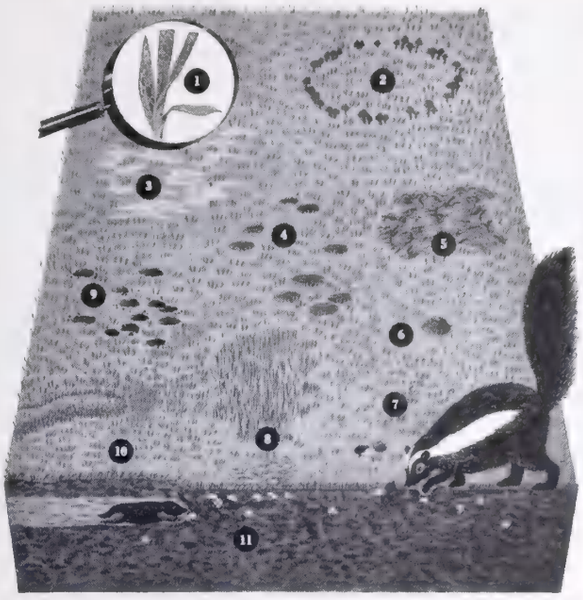
4 Is a tree excreting a soil toxin that prevents normal grass growth? Walnuts are prime offenders. Grass growth is weak and erratic. Chemical poisoning sometimes extends out 20′ to 50′ beyond the longest branches.

5 Do you mow in the same direction every time? Eventually leads to a "rippling" of the soil. Be sure that your lawn is laid out so that you can easily alternate mowing direction.

6 Do heating lines keep the ground immediately above them unfrozen all winter? Since grass roots continue to grow whenever the soil is above freezing, the grass grows, only to get nipped by the freezing air. The soil becomes exhausted of nutrients more quickly here, too, so trouble is conspicuous all summer.

7 Is the soil too compact? Whether natural because of poor soil structure, accidental via trucks and cars, or incidental to excessive foot traffic, compaction causes thin, weedy lawn.

8 Are the tree roots offering stiff competition for food and water? You must first feed the trees liberally, *then* feed the grass or grass is robbed of what you intended for it.



nage of diseases s can be controlled

1 Leafspots aren't common, usually occur in wet weather, seldom are worth spraying for. Bordeaux spray or dust controls this.

2 Fairy ring is a fungus disease of cold, wet springs. Regular use of mercury crabgrass spray or dust controls this pest.

3 Snowmold is also caused by a fungus, seldom occurs except on bentgrass lawns. Treat as for No. 2.

4 Dollar spot occurs as round patches the size of silver dollars. Mercury materials control the fungus that causes this.

5 Red Spider mites occasionally cause damage in hot, dry years. They suck the juices out of the grass, cause it to turn brown. Rain or a heavy sprinkling usually banishes them.

6 Ants raise soil mounds. Drench with chlordane solution.

7 Skunks sometimes rip up a lawn in their energetic search for grubs and insects. Get rid of the food: no more skunk trouble.

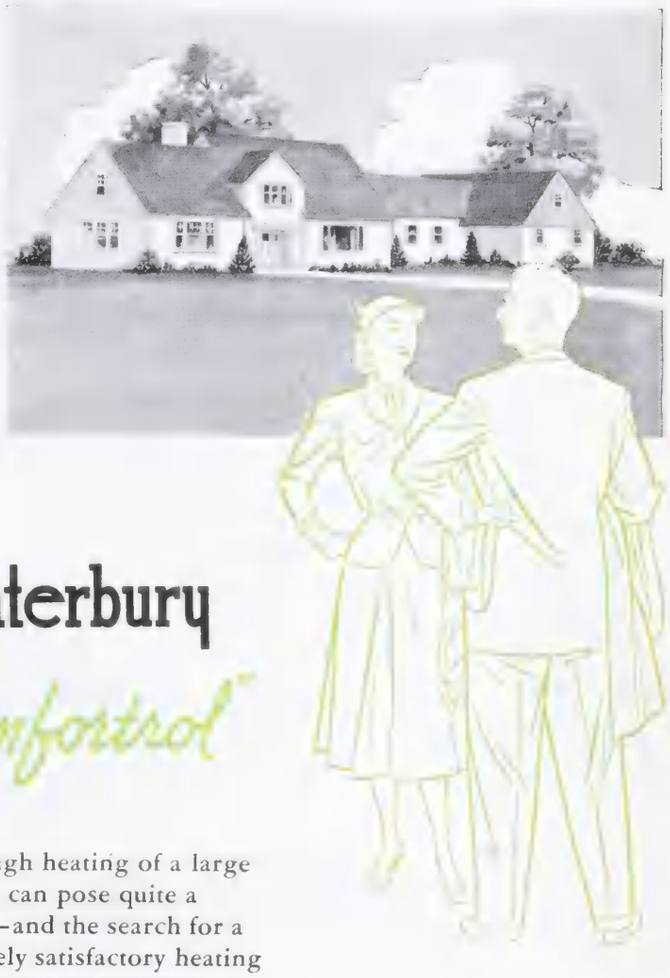
8 Excessive crowding of grass plants in old lawn often results in a slow death that appears to be pest-caused. Ripping up turf with aerifying tools (March, 1952, page 104) prevents this fatal crowding.

9 Earthworms are more a nuisance than damaging. Poisoning soil for grub-control (see No. 11) usually rids lawn of earthworms, too.

10 Mole runs cause the lawn to brown and die because the roots are broken as the mole burrows through the soil. He's looking for insects, doesn't actually eat the grass roots.

11 Grubs of all kinds (including those of June bugs and Japanese beetles) chew off grass roots, resulting in a brown lawn that can be rolled back like a carpet. Poison (DDT or chlordane: ½ pound of dust watered into each 1,000 sq. ft. of lawn) controls grubs for 3 to 5 years. Inoculating soil with milky spore disease rids lawn of Japanese beetles permanently, prevents their spread.

Designed for your living comfort

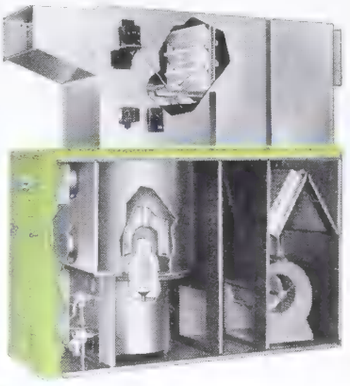


Waterbury "Comfortrol"

Thorough heating of a large home can pose quite a problem—and the search for a completely satisfactory heating unit led to the development of "Comfortrol". The Waterbury "Comfortrol" system provides a continuous flow of warm air, heating your home thoroughly and efficiently from top to bottom. Zoning, the principle of "Comfortrol", eliminates spotty heating . . . and instead wafts delightful indoor comfort into every room of your home. You'll want the complete story on large home heating, so clip and mail the handy coupon below!

Zoning consists of dividing a home into two or more sections for more effective heating.

In addition to "Comfortrol", Waterbury manufactures a complete line of warm air heating units. Remember, there's a Waterbury for every size home and every type of fuel.



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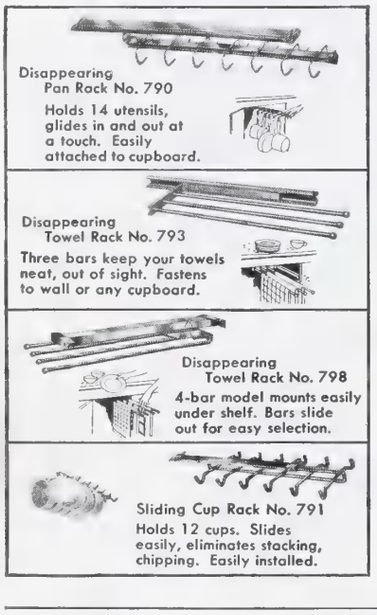
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"It's What's UNDER the Casing that Counts!"



got a kitchen?
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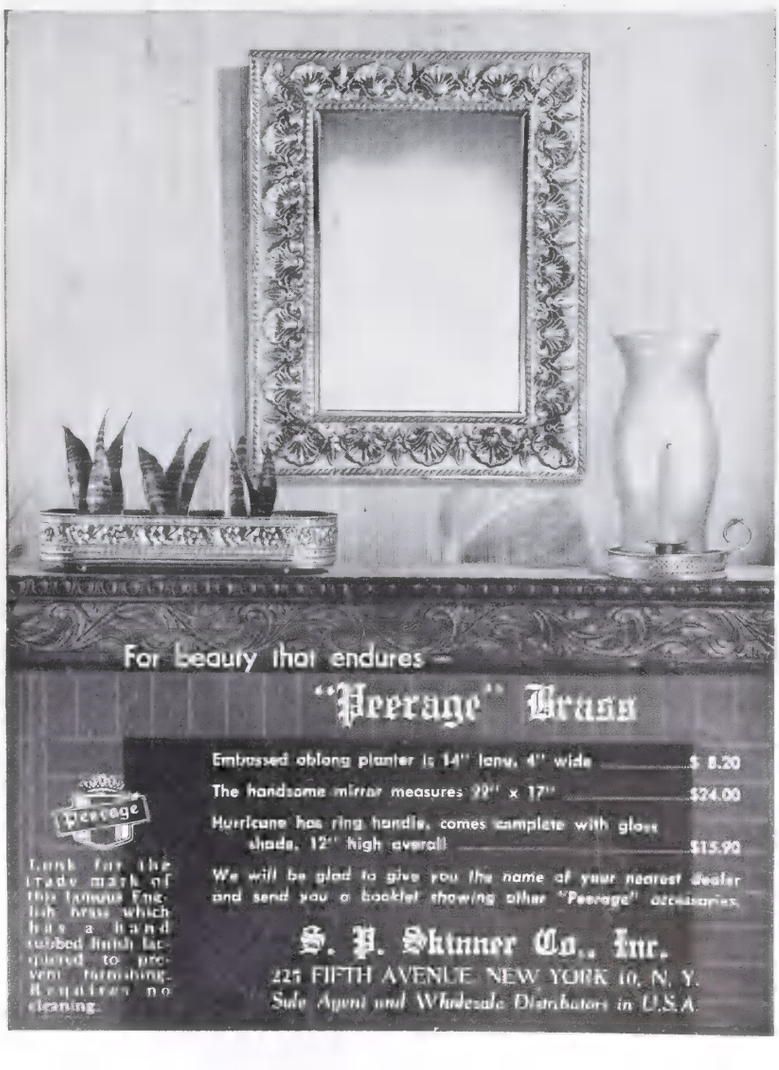


And you'll know how much easier your work can be! K-Veniences keep utensils at your fingertips, hold everything from cups to colanders. They're a beautiful kitchen addition, too, all in sparkling chrome. Ask for K-Veniences at your favorite hardware or department store.

for you! *A colorful brochure full of money-saving ideas on enlarging your closet space and modernizing kitchen storage. Written by Helen Aves, noted feature writer. Send 10¢ today.*

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ADD A SUPPLY ROOM AND A CARPOR

CONTINUED FROM PAGE 146

in homemaking. A big stock of supplies is a time-saver, a peace-of-mind maker, and a moneysaver *if* you buy right. And unless you are on a hand-to-mouth financial basis, it is actually worth the money it costs to build a supply room if you haven't the space in your present quarters now.

A new room outside the structure of your present house may be the easiest solution, since you don't have to tamper with existing utilities or walls. (See "Easier by the Dozen" starting on page 126, for 14 ideas on how to add storage within your present house ment.)

So while you are at it, your storage problems in solution, as Lutah Riggs di carport with storage at bo

If you live in a cold don't worry about attach new storage room to the ing plant. The new ceiling panels, with their own the are the best solution. T keep the inside temperatu 35° - 40° with no trouble Why pay to keep your any warmer?

WHEN IT'S DIRTY, THROW IT AWA

CONTINUED FROM PAGE 147

Toilet bowl brush. Replaceable mop heads impregnated with a foamy cleaning agent.

Absorbent door mats. Constructed of paper board, they can be placed in the front entry on rainy days, or used regularly at the kitchen door. Good wherever you park wet footgear.

Any vacuum cleaner can have the benefit of disposable bags. You simply remove them when dust-filled and replace with fresh ones.

Disposable guest towels. A wide choice exists here: cloth-like ones of non-woven fibers, others of layered facial tissues treated for wet-strength and absorbency. Some are decorated, others plain. Both come in pastels and whit

Paper bath-slippers, too kept on hand for guest use ily emergencies.

Re-usable disposables, e created for wet jobs. Th soil and stains readily an a flash. Specifically: ther woven cloth, available in towel form, soft as chamo used wet, leaves glasses s and lintless when used as There's a wet-mop of sim terial. There's a parchme cloth that can function as cloth or washcloth. Th pressing cloth that allo steam-penetration and can carded when scorch-staine

THERE ARE TWO KINDS OF MAGAZIN

One is the kind you're reading now. It carries entertainment, educ and projects the American way of life. The other is the kind our G using in Korea. That one carries explosives, firearms, and the last weapons against communism.

It's only the dictator's damper on free expression, as voiced in our magazines, that forces us to keep our powder dry in the steel ones. world had more access to the *printed* ammunition, it would have less for the *primed*.

You can help fight communism with this magazine by sending gether with others which depict the American way of life, to our pot friends abroad. It costs only an average of sixteen cents per pou mail the millions of copies wasted each week—that many humane we against tyranny.

You'll need details. You can get them—in the form of organiz and addresses by writing:

MAGAZINES FOR FRIENDSHIP
Pasadena Chamber of Commerce
164 No. Euclid **Pasadena, Calif**

AN OPEN LETTER TO HUSBANDS

CONTINUED FROM PAGE 123

ficiency of a good executive. d made time for herself, as for the myriad businesses ed with running a home.

nen, on the whole, are the rooding about careers vs. ge (for women, of course; problem for us). The truth en have just about resolved emma.

ner thing I've learned from ves: Women are not fight- equality. They are simply to make themselves—and qual to the best that is now e. The trumpeted "battle- -the-sexes" is as much of cination as the seal bark- Thurber's bedroom.

ND an unexpected tranquil- in your homes—at least in time—a serenity that seems from fullness (I'm tempted wisdom). Women are solv- eir various problems very nd their problems are as numerous, and individual men's. Women are a conti- ot an island. One after the your wives have shattered generalizations about "the American woman." I should have been prepared for it from my own experience but frankly I wasn't. Before I had a child, I knew all about children. After the first one, I was less sure. After the second, I was sure of only one thing: Human beings, whether children or adults, are individuals and not generalizations. Your wives have made me extend that to men and women.

AS editors of HOUSE BEAUTIFUL, we've been in and out of hundreds of homes, asking impertinent, but never impersonal, questions. We have fifteen researchers in fifteen parts of the country probing and reporting with the same restless curiosity. They know what's cooking; but even more, they know from your wives what kind of cooking you like, tolerate, or reject totally. Besides, we hear directly from your wives by daily mail.

All this to give substance to our observation that (1) your wives are terribly efficient and (2) they are efficient in their own ways. They have organized their family

(*Please turn the page*)

Lady! Lady! Lady! if you own an ELECTRIC DISHWASHER



Why do 10 leading dishwasher manufacturers not only recommend

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but actually pack a box into each new dishwasher at the factory?

Here's Why! The manufacturer's reputation is at stake! Their own tests show ELECTRASOL is most efficient... gets dishes *sanitary* clean. Specially formulated for use in electric dishwashers.

Contains Miracle Polysol! Sanitizes! Leaves Dishes, Glasses, Silver Spotless Clean! No Suds! No Film! No Residue!

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SPECIALLY DEVELOPED FOR ELECTRIC DISHWASHERS

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Send 10¢ for helpful booklet, "Shortcuts to Better Electric Dishwashing" to: Economics Laboratory, Inc., St. Paul, Minn.

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While you relax or go about other duties, it *automatically* times the food on your stove, the toast in your toaster, the clothes in your washer and dryer. No wonder so many women love the "Minute Minder Man"—he's the perfect servant to millions! Look for the Minute Minder in America's better cooking appliances, washers, dryers and toasters.

Lux is equally famous for its fine line of alarm and novelty clocks and the *portable* Lux Minute Minder — at good stores everywhere



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AN OPEN LETTER TO HUSBANDS

CONTINUED FROM PRECEDING PAGE

lives according to their families—not according to some abstract principles of efficiency. If, as married women, they still feel strongly about some special talent—call it a career—they *combine* it with marriage, without sacrificing, or even impairing, their family life. Certainly, we've observed, there is no impairment wherever the husband is reasonably sensible and thoroughly affectionate.

Many of your wives are making marriage their sole career, and they are happy with it, so long as the children are still children. When the children grow up, as most of them do, and leave home, your wives, still fair and fortyish, face a new situation—a very troubling one of discovering or developing themselves as individuals with time on their hands. (We'll face the same situation when we retire. Only it arrives much sooner for women.)

But one way or another, women are demonstrating the virtue of their vice: They take things personally. So they run their homes personally. They solve their problems personally. They somehow arrive at personal happiness. (Is there any other?) They put first things first. That means they put us and the children first. And they know, with a kind of loving shrewdness, exactly what each person in their peculiar family is like, and they manage accordingly. (All families are peculiar. I've concluded with considerable relief.)

Your wives have found that you don't struggle for a good family life. You relax into it. Therefore, fundamental to the new domestic tranquillity is relaxation. But behind that relaxation is the most revolutionary organization that ever took place in a man's home.

Here's what has happened.

While industrial management has carried America to the peak of production, the same techniques of efficiency—often the same power tools—have swept through homes. The American hom become the working model social philosopher's dream.

But don't, for your own think it was inevitable or matic. We're not the only have undergone the industri olution. But, from what seen in Europe, we're the have spread its advantages t all classes and to all peop privileges of the few have the commonplace of the m

And don't, for your wives ever forget that women are sible for the high state of mestic economy. It did *not* follow the high state of our trial economy. It was the of as much thought and pl as went into big business room, in your pardonable in yourself as a businessm pride in your wife, who h formed even greater miracl far less fanfare and hoopl

WHEN you consider the c in attitude and social e tion that women have bee jected to since but 1900, it's creditable, I think, the wo have achieved what can c called their personal trium doubtful if we with our male bility could have accompli much in so little time. The l can do is to applaud the s race they have run, often h the obstacles of ourselves. you might say, have com first and are now waiting Having won, they are more with themselves—and conse so are we. Having won, th more respect for themselv now so do we.

Your wives, who were e to be successful men, have to be successful women. key to their success, perha success, has been organ Once they discovered tha time was valuable, becaus is so much in life to be e they set about organizin work at home. And their o tion is simply fantastical petent. I can't possibly exa because they are producing human beings—far and aw difficult, and at least as ne as any factory product.

Women are laying out with the finesse of a Ford planning an assembly li they are also nudging thei tects toward the same ra in the design, constructi equipment of the whole Compare European kitche American kitchens, for



PHOTOGRAPH BY SARRA

Mabel Jones' jellies always go first!

Her name on the label tells you *these* home-made preserves were put up with care and presented with pride!

You have to get to the bazaar early to get a jar of Mabel Jones' grape jelly—and her rose geranium is out of this world.

Her fame as a jelly-maker goes back many years, to the time she won first prize at the fair. It has been growing ever since.

Mabel says, "I know folks count on my things to be extra good, so I just take a little extra care before I put my name on a glass of jelly."

Isn't that how any reputation is built?

The maker takes a little extra care before he puts his name on his product, and people recognize the difference and tell their friends. Soon his brand name becomes known as the symbol of a product proudly made, a product you can have confidence in.

You'll see many such fine brands in the pages of this magazine. Think of them when you shop, and name your brand—to better your brand of living.

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ll see immediately the im-
thoughtful, working wives
design. In Europe houses
e designed by men whose
ve no practical influence,
vants generally do all the
k. Contrast this with the
tt house (pages 138 to
the MacKenzie kitchen
14 to 119).
en where it has been im-
or impractical to start
tch with a modern house.
nned and easily main-
our wives are developing
s that might credit a Tay-
Knudsen.
all, as our editors and
rs poke into your homes
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erywhere are *not* making
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cided to apply his office
his home. That mistake
ailure to reckon with the
ies of each peculiar home.
band says to his wife,
need is a filing system."
s the house a filing cabi-
nough for a city manager.
killing a mosquito with
nt gun. Women are much
istic.

women being efficient for
ake of being efficient—
rn plague. They are ef-
they'll have time for you
children and themselves.
ve even learned where
should stop, lest home
ne too mechanical. Since
everything personally,
v for personal variation.
w for individual change
vth. (Where and how
come so mature in their
s fascinates me. I'm be-
o suspect that a good deal of American genius is theirs.)

Elsewhere in the magazine you will read, or will have read, about chain cooking, quantity buying, time and motion savers, but these are only a fraction of the new techniques women are inventing or adapting. Practices vary from place to place and from family to family, but I think we can make a few over-all observations. If you were to go through the 1676 pages of industry's standard *Production Handbook*, you'd be amazed at how often the principles of industrial management have been applied, deliberately or coincidentally, by your wives to their home management.

TAKE the handbook's definition of efficiency: "The highest efficiency in production is obtained by manufacturing the required quantity of product, of the required quality, at the required time, by the best and cheapest method." Women are doing precisely that 300 to 1,000 times a year in the kitchen. And now with freezers and a philosophy of quality cooking in quantity, they are actually improving on industry's conception of efficiency.

Take other principles of the efficiency engineer and you'll see how women are applying them in their housework:

They are planning the details of their jobs and scheduling their work with the exactness of millwork. They have devised simple but effective systems for receiving, inspecting, storing, and recording supplies. They have analyzed and standardized operations such as cooking, setting and clearing the table, cleaning and washing, so as to eliminate the monot-

(*Please turn to page* 218)

W A MEMBER OF THE SCHOOL BOARD STREAMLINED HER HOUSEWORK

CONTINUED FROM PAGE 118

d tools" the MacKenzies into service to streamline ork include a long list ent and materials. It is lying, because these mod- niences will improve the of anybody's kitchen.

uipment: Range top, grill, Thermador Electric Mfg. Co., s, Calif. Dishwasher "Kitchen m-finished with birchwood en Aid Division, The Hobart roy, Ohio. Detergent-mixing " faucet device, Gerity- Corp., Adrian, Mich. "Dis- age disposer, General Elec- uisville, Ky. Refrigerator and tom-built and built-in flush with the wall, Copeland Refrigerator Co., Sidney, Ohio; installed by Cobb & Zimmer, Detroit, Mich. Ventilator, American Blower Corp., Detroit, Mich. **Surface Materials:** Linoleum flooring, Armstrong Cork Co., Lancaster, Pa. All cabinets of natural birch, custom-built, Cobb & Zimmer, Detroit, Mich. **Furnishings:** Naugahyde covering on breakfast-room seat cushion, United States Rubber Co., New York, N. Y. Window shades, "Lattishades," The Columbia Mills, Inc., Syracuse, N. Y. Floor polisher, General Floorcraft, Inc., New York, N. Y. Vacuum cleaner, The Hoover Co., Chicago, Ill. Coffeemaker, "Coffeemaster," Sunbeam Corp., Chicago, Ill. Waring Blendor, Waring Products Corp., New York, N. Y. Canister set, Heller Hostess Ware, Inc., New York, N. Y.



Designer and Owner: Paul Laszlo, Beverly Hills, Calif.

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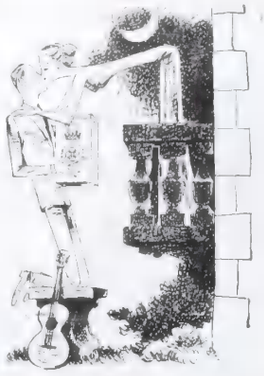
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You've read about Africa a great deal recently—in books and magazines. But, next to a trip, best of all are the 16mm. films available for projection in your own home

By Cecile Starr

As if by magic, we can sit in our living rooms and watch the people of Africa struggle to rouse themselves from their primitive sleep. Without moving from our seats we can see the crashing impact of history on pre-history, twentieth-century attitudes on Biblical peoples.

No longer is Africa the dark, unknowable continent. Thanks to Alan Paton's *Cry, the Beloved Country*, we too share the tragedy of South Africa. Thanks to the many articles finally appearing in magazines and newspapers, most of us can understand the scope of the great problems there.

But now, thanks to the 16mm. sound movie projector at home, we can see for ourselves the savage splendor and stirring nationalism of Africa's people—the new schools as well as the big wild game, the ox carts and the tractors, the modern roads and the impassable jungles, naked poverty and gold mines. We can see the jagged contrast of modern civilization and ancient practices, bustling cities, untouched deserts, mountains, and plains.

Some of the finest films I have ever seen for home projection were shot on the African scene. Here are the ones I found particularly worth while:

African Big Game (22 minutes). Hunt in French Equatorial Africa for rare skins and ivory, involving crocodiles, jabirus, buff ards, antelope, wart h goose, elephants, and othe For all audiences. Distr A.F. Films, 1600 Broad York 19, N. Y. Rental $6

African Kaleidoscope (1 color). African wildlife life as seen by the Whit a Catholic missionary g tributed by the White Fa Distribution Center, Street, N. W., Washingt Free loan.

Animals Unlimited (2 color or black-and-white the world-famous Kruge Park, with fascinating dozens of birds and anim gory sequence of a lio kill makes the film quest showing to particularly audiences. Produced b Groen. Distributed by F Nations, 62 West 45th York 36, N. Y. Rental $3 in black-and-white. S color, $60 in black (Note: Films of the N tributes a number of ot tic African films, mostl the Belgian Congo.)

Buma—African Sculpt (10 minutes, color). S tique statues and masks tral and West Africa

(*Please turn to pag*

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Randolph Mohlhenn

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SEE FOR YOURSELF

CONTINUED FROM PAGE 188

f the emotional significance primitive art and the ritual es it has served for so many es. Story and style are some- neven. The sculptures, most- ood, are from the Segy Col- in New York. The film was and directed by Henry Cas- photographed and edited by Jacobs; musical accompani- ecorded in Africa by Arthur erts. Distributed by Encyclo- Britannica Films, Wilmette, ntal $4. Sale $100.

nge in Nigeria (20 minutes). ative up-to-date account of ment, industry, and life in itish colony. The film, pro- by the J. Arthur Rank Or- tion in its continuing series d "This Modern Age," is the best. Distributed by the Information Services, 30 feller Plaza, New York 20, Rental $2.50. Sale $55.

nge of Africa (30 minutes). film about a young native lls in with Communist agita- an African city, becomes sioned and dissatisfied with methods of operating, and elp from a missionary lead- oduced by the Broadcasting ilm Commission of the Na- Council of Churches of U.S.A. Script by Alan Shil- notographed in the French oons. Distributed by a num- 16mm. libraries, including ation Films whose headquar- e at 347 Madison Avenue, ork 17. Rental $8.

Among the Berbers (14 s). Rather comprehensive the market city of Indus in tlas Mountains of North showing vendors and mer- town crier and dancing girls, rrounding landscape. Pic- attractive, but somewhat by a talkative commentary. uted by A. F. Films, 1600 way, New York 19. Rental le $50.

eak in Udi (45 minutes). ny Award film which tells a story of community co- ion in an isolated Nigerian to build a maternity center t the opposition of the local doctor and his followers. Con- self-advancement for the is poignantly revealed in a orkers' song at the end of n; translated by the narrator, it says: "A thousand men dig and the dust from their hoes rises to the sky. Our road goes far; who knows where it will go? Who knows?" Produced by the British Crown Film Unit for the Colonial Office, with the co-operation of the Nigerian Government. Distributed by the British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Rental $6. Sale $125.

Drums for a Holiday (33 minutes, color). Colorful account of the Durbar ceremony, in which chieftains and their followers from all over West Africa's Gold Coast meet formally with the British Governor. Much regal splendor is involved, as well as some interesting information on the industrial status of the colony. Narrated by Leo Genn. Distributed by the British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Rental $7.50. Sale $175.

The Future of One Million Africans (21 minutes). Political problems for the native peoples of three British protectorates—Bechuanaland, Basutoland, and Swaziland—now under some pressure to yield to incorporation within the Union of South Africa. An excellent overall picture of the land and the people under Britain's enlightened colonial policy. Outstanding photography. Produced by the J. Arthur Rank Organization. Distributed by the British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Rental $2.50. Sale $55.

Life in the Sahara (13 minutes, color). Desert, dunes, mountains, oasis villages, small Mohammedan cities, nomad wanderers, and even a recognizable mirage—all vividly photographed and assembled. Recommended for youngsters and adults. Photography by Clifford J. Kaman. Distributed by Encyclopaedia Britannica Films, Wilmette, Ill. Rental $4.75. Sale $125.

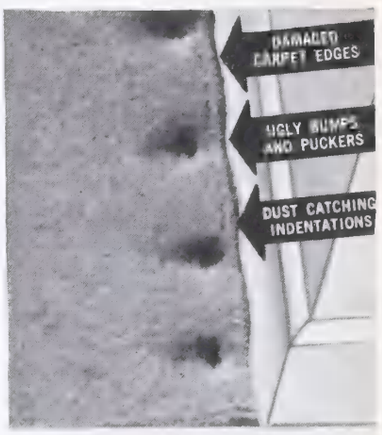
Remnants of a Race (17 minutes, color). Exceptionally fine record of life among the African Bushmen. Once a thriving race, these primitive people, now diseased and dying, are relatively untouched by the civilization that surrounds them. The film shows them hunting animals for food, cooking, making clothes, performing a ritual dance, and enjoying simple pleasures. Produced by Kalahari Films. Distributed by Instructional Films, Wilmette, Illinois. Rental $5.50. Sale $120.

Rhythm of Africa (17 minutes). Native beauty and cinema poetry are almost magically blended in this extraordinary picture of life in various communities of French Equatorial Africa. Specific attention is given to the arts, with a breathless sequence of frenzied dancing accompanied by music recorded on the spot. Highly recommended as an "adult" film. Conceived by Jean Cocteau; directed by Francois Villiers. Distributed by A. F. Films, 1600 Broadway, New York 19. Rental $4.50. Sale $50.

The Royal Tour (28 minutes). Though it took place back in the spring of 1947, there is enjoyment in this official record of the British Royal Family's first visit to the Union of South Africa. Distributed by the British Information Services, 30 Rockefeller Plaza, New York 20, N. Y. Rental $3.75.

Savage Splendor (60 minutes, color). A full-length, bring-'em-back-alive film of a recent Denis-Cotlow expedition, showing most of Africa's unusual wildlife in intimate close-up, with equally fascinating sequences of the Watusi tribal dances. One of the most breath-taking, and certainly one of the best photographed wildlife films ever made. Since it can be rented only to clubs, schools, museums, and libraries, you'll have to arrange your showing through some such organization—but chances are you'll find it well worth the trouble. Distributed through the various regional exchange offices of RKO Radio Pictures, 16mm. Department, 1270 Avenue of the Americas, New York 20. Rental $25.

NOTE: A useful guide entitled *Directory of 2002 16mm. Film Libraries* is sold at 35¢ per copy by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. It includes names and addresses of film centers all over the country, some of which maintain extremely large rental collections. Prices vary from library to library, and in most cases the film user is required to pay transportation costs—one reason for dealing with near-by libraries.



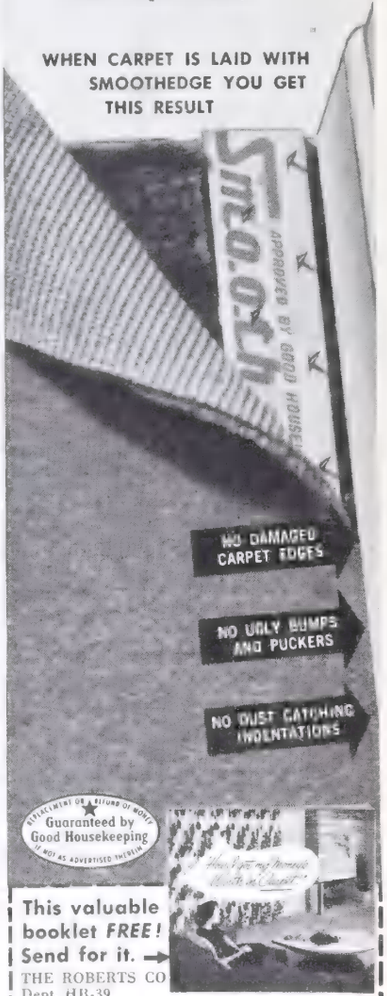
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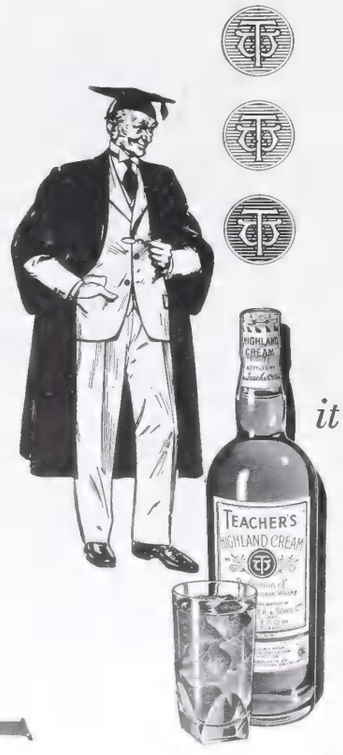
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Decorating advice by mail

If you're decorating or refurnishing your home, House Beautiful offers you this personal service

How many times have you said: "If I could only talk to someone who really knows decorating, I could whip that room into shape"? Well, here is your big opportunity. HOUSE BEAUTIFUL is offering you the consulting services of Elaine Neal, an expert who knows the home furnishings field inside out.

This is not a service handled by a department or a group of people. It is a truly personal service done by one person for one person. In other words, every room is visualized as a unit and seen through one pair of eyes from start to finish. We believe that this is the only way to achieve a thoroughly satisfying room scheme. But so personal and complete a service is not a matter of a few minutes' thought and the typing of a form letter. Before a line can be written, your problem calls for thoughtful evaluation, experiment with color and furniture placement, and a re-evaluation of our suggested solution before it is sent to you. All this takes time. And since so many readers turn to Mrs. Neal for advice, we urge you to allow her plenty of time to give you her best efforts.

Mrs. Neal tries to get her answers out as promptly as possible, of course, and this usually means within three or four weeks. But at certain seasons—particularly in the spring and fall—the mail piles up at such a rate that the time lapse can be quite long. And the only fair thing is to answer the letters in their proper turn. Therefore, we ask you to be patient with us should your answer not reach you within the three- or four-week limit.

Try to send in your plans and information well ahead of the date by which you wish to complete your rooms, and follow carefully the directions on the opposite page.

This is what you should send us:

1. Send us a floor plan drawn to ¼-inch scale, showing window and door placements, giving measurements and dimensions, ceiling height, and distances fireplace or jogs extend from wall. Indicate the location of radiation. pipes, and electric outlets. Tell us the kind of windows you have, whether sash or casement, small or large panes. the distance of sills from the floor. Tell us in what direction the windows face. and if the room is light or dark.

2. List your favorite colors, and tell us which styles of decoration and furniture you prefer. Describe the furnishings you wish to keep and what you desire to buy new. Tell us whether your taste leans to wallpaper or paint.

3. Describe your location, whether city, suburban. or country. If there is a particular condition which must affect your choice of furnishings, please mention it. State your problems clearly in separate paragraphs. The more carefully you follow the instructions, the more helpful you will find the decorating advice you receive.

This is what we do for you:

1. We will send your floor plan back to you. showing your furniture arranged in a comfortable, balanced manner.

2. We will suggest color schemes and send color guide samples of wallpaper. paint colors, and fabrics. We cannot, however, guarantee fabric distribution in all regions, but our samples will serve as guides for your shopping.

3. We will suggest draperies, accessories. and the placement of pictures, mirrors, and lamps.

4. We will send you this information—four pages of it—clipped together in an orderly, easy-to-refer-to portfolio, 7" x 10". All samples will be pasted down neatly and securely on the pages so you won't mix them or lose them.



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Address her at HOUSE BEAUTIFUL, *572 Madison Avenue, New York 22, N. Y. Give all the important facts. Allow at least 3 weeks for reply. Remember to include fee of $10 for a living-room scheme, $5 for each other room. Make your checks payable to* HOUSE BEAUTIFUL *Magazine.*



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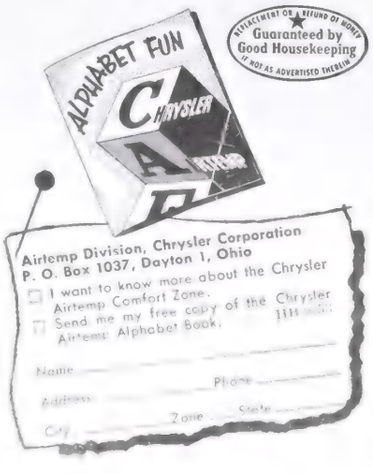
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STEP AND MOTION SAVING IN A 10′ x 12′ KITCHEN

CONTINUED FROM PAGE 133

Besides a great deal of common-sense planning and ingenuity in inventing devices contributing to step-and-motion saving, the Palmer Field kitchen owes its workability to the following kitchen equipment:

Electric range: Frigidaire Division, General Motors Corp., Dayton, Ohio.
Refrigerator: General Electric Co., Louisville, Ky.
Dishwasher: "Kitchen Aid," Kitchen Aid Division, The Hobart Mfg. Co., Troy, Ohio.
Ventilating fan: Trade-Wind Motorfans, Inc., Los Angeles, Calif.
Disposer in sink, "Crestline," Security Steel Equip. Corp., Avenel, N. J.
Incinerator: Montgomery Ward & Co., Chicago, Ill.
Ventilated vegetable drawers: Washington Steel Products Co., Tacoma, Wash.
Floor covering: vinyl-coated cork, Dodge Cork Co., Lancaster, Pa.

THEY DESIGNED THEIR HOUSE TO ENRICH THEIR FAMILY LIFE

CONTINUED FROM PAGE 144

to participate in community life outside the home or to pursue a personal career of her own, which she can *combine* with her married life. So, for the first time in history, new techniques and new attitudes toward keeping house now give women a chance to enjoy the incomparable pleasure of raising a family *and time for their own interests*, whatever they may be.

Mrs. Lippincott, for example, despite four children and a five-bedroom house, which she keeps up beautifully without any outside help, has time for work with young Girl Scouts, for typing classes for children in the playroom, and for similar social activities. Other women might spend the time saved in other ways—music, sculpture, painting, writing, part-time jobs of all kinds—depending entirely on their special desires. All this is now possible, if we plan our houses and housework with all the accumulated wisdom of 20th-century technology and today's principles of big-business efficiency.

Following is the list of materials, equipment, and furnishings of the Lippincott house:

Construction Materials

Foundations: Cast-in-place concrete footings.

PLANNING A NEW HOME?



Include this MODERN Electrical Protection and END the Blown Fuse Nuisance

Why tolerate the blown fuse nuisance in your new home? Why hunt fuses in the dark . . . or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy? Why stumble down dark cellar stairs and fumble in the old fuse-box wondering what to do? The Cutler-Hammer Unit Breaker ends this annoyance forever. It is installed in the kitchen or any other convenient place. And when service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy . . . nothing to replace! Service is restored in the twinkling of an eye . . . even by a child! The average new home can have this modern and safe protection for very little additional cost. Also easily installed in old homes. What are *all* the facts? Write today for our free booklet "Goodbye to Fuses." **CUTLER-HAMMER, Inc.,** *Pioneer Electrical Manufacturers,* 1398 St. Paul Ave., Milwaukee 1, Wisconsin.

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Structure: Wood frame.
Exterior wall surfaces: Cypre with "Kopper Karbol," clear etrant-sealer. A. C. Horn Island City, N. Y.
Interior wall surfaces: Cypre throughout house. Tile walls ter tops in kitchen and ba Tile Co., Zanesville, Ohio.
Chemical treatments: "Rez" coating sprayed on all int surfaces, Monsanto Chemic Louis, Mo.
Roofing: Tile roof, Ludow Co., Chicago, Ill.
Flashing and metal work: C
Windows: Aluminum through ABC Steel Equipment Co., N. Y.
Glass: Pittsburgh Plate Glas burgh, Pa.
Doors: Folding closet doo way, Hough Shade Corp., Wis.
Flooring: Faïence tile floo room; tile floor in studio, kit and entry, Mosaic Tile Co., Ohio. Vinyl flooring in child Sloan-Delaware Floor Prod York. Asphalt tile for lower
Hardware: Kirsch curtain all windows in house, exce way, Kirsch Co., Sturgis, M recessed drapery track in Grant Pulley & Hardware ing, N. Y.
Plumbing fixtures: Basins in Crane Co., Chicago, Ill.
Heating: Modular control s neapolis-Honeywell Regul Minneapolis, Minn.
Air Conditioning: Air-condit York Corp., York, Pa. Ele Filter, Raytheon Manufac Waltham, Mass. "Airkem" unit, Airkem, Inc., New Yo heating system.
Thermal Insulation: "Insulite Insulite Div. Minnesota Paper Co., Minneapolis, Mi
Lighting: Recessed lighti throughout house, Gener Co., New York.
Kitchen equipment: Refr studio electric ranges, el washer, freezer, and met General Electric Co., Lo Custom-built wood storag with plywood sliding doors wood Corp., New York.
Laundry equipment: Washe Blackstone Corp., Jamestow

FURNISHING

Dining Room

Furniture: Dining-room ta designed by Mr. Lippin Andresen, Viking Woodcra quag, N. Y. Chairs in wo cellophane seats and bac by Gio Ponti, M. Singer & York. Cabinet designed by cott, custom-made.
Fabrics: Curtain fabric, maize, Cheney-Greeff Co.,
Lighting fixtures: Adjusta brass lamp over table, Fir New York.
Flooring: Faïence tile, The Co., Zanesville, Ohio.
Accessories: Sliding pane between kitchen and din woven hickory, Oskar And Woodcrafters, Poughquag birdcage from Mexico. Architectural Pottery, Ver

Living Room

Furniture: 2 foam-rubber birch frames, Herman Mill Zeeland, Mich. Upholstere Associates, Inc., New Y made coffee table in oak, Mr. Lippincott, Oskar And Woodcrafters, Poughquag in bookcases in cypress, with "Novoply" sliding d States Plywood Corp., Ne

urtain fabric, "Rajput" in eney-Greeff Co., Inc., New

iday" brown and white vari- ttern in living room, boy's p, and hall, Alexander Smith, ers, New York. "Spongex" Sponge Rubber Products n, Conn.
oor lamp designed by T. H. ibbings, from Hansen, N.Y.C. Fieldstone fireplace, Robert White Plains, N. Y. Fireplace designed by Mr. Lippincott, on, Inc., N.Y.C.
Flower urns, Architectural hice, Calif.

Terraces

Wood-slat armchairs de- an Keppel-Green, Waldron New York. Coffee table, cs Corp., New York. Circu- ble-bench combination de- r. Lippincott, custom made. tom made. Chaise longue, dustries, Fayetteville, Ark.

Kitchen

(in dinette area). Dining tile top, designed by Mr. Mosaic Tile Co., Zanesville, bench, custom made. Out- seat designed by Mr. Lip- ng Woodcrafters, Pough-

(dinette area). "Strawtex" plastic) on foam-rubber benches, L. E. Carpenter & ew York. Curtain fabric, rics, Inc., New York.
ile. Design in tile on ex- above range, executed by Mosaic Tile Co., Zanes-

ures: Hanging lamp over oward Miller Clock Co., ch. Recessed lighting fix- l Lighting Co., New York. Wall clock, The Howard Co., Zeeland, Mich. Konwiser, Inc., New York. plastic dishes, Watertown atertown, Conn.

Don's Room

ds with foam-rubber mat- Fi tone Tire & Rubber Co., Di Covered in "Strawtex" (supported plastic fabric), L. E. Carpenter & Co., Inc., New York.
Fabrics: Waverly curtain fabric, "Rice Paddies," F. Schumacher & Co., New York.
Carpet: "Holiday" pattern, same as living room, Alexander Smith, Inc., Yonkers, N. Y. "Spongex" underpad, Sponge Rubber Products Company, Shelton, Conn.
Counters: Counter under window and small counter under mirror, covered in Goodyear vinyl, Goodyear Tire & Rubber Co., Akron, Ohio.
Lighting fixture: General Lighting Co., New York.

Recreation Room

Furniture: Foam-rubber pillows and sofa-beds with foam-rubber mattresses, Firestone Tire & Rubber Co., Akron, Ohio. Covered in "Strawtex" (supported plastic fabric), L. E. Carpenter & Co., Inc., New York. Wooden chairs designed by Charles Eames and upholstered chairs, Herman Miller Furniture Co., Zeeland, Mich. Coffee table, Numa Plastics Corp., New York. Rectangular wooden table, custom made.
Fabrics: Gold "Dynel" curtain fabric, Hafner Associates, Inc., N.Y.C.
Lighting fixtures: Lights on track, General Lighting Co., New York.

Bathroom

Tile Floor and walls, Mosaic Tile Co., Zanesville, Ohio.
Lighting: Custom-designed by Mr. Lippincott.
Hampers: Wood hampers at base of sink, designed by Mr. Lippincott, custom-made.
Vinyl Curtains: Plastron, Inc., N.Y.C.

Entryway and Hall

Fabric: Drapery fabric hung in entry by door, and between hallway and living room, Cheney-Greeff Co., Inc., New York.
Carpet: "Holiday" pattern, same as living room, Alexander Smith, Inc., Yonkers, N. Y.
Lighting fixtures: Recessed lighting fixtures, General Lighting Co., N.Y.C.
Door: Folding closet door, Hough Shade Corp., Janesville, Wis.

Garden

Stepping tiles: Mosaic Tile Co., Zanesville, Ohio.

Books for Gardeners

roup

ted Aroids. Monroe R. llick Press. Berkeley. plates. $5.
hs and descriptions of y grown members of Included are numer- ndrons and dieffen- so jack-in-the-pulpit, and anthurium, the of florists.

th Glass

ow Rare Greenhouse est Chabot. Barrows, ned, most rarities may rown. Directions for cultivation and prop- 50 kinds of less com- g plants are given.

Soil Enrichment

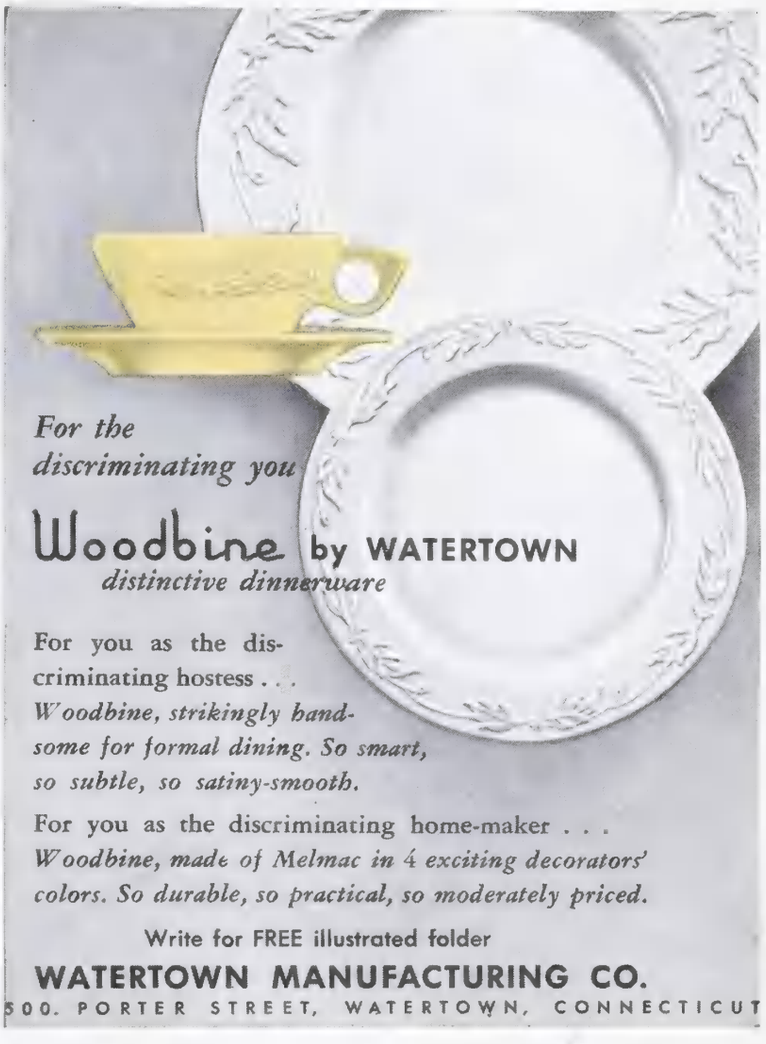
Manures and Fertilizers. A Survey. Chemical Publishing Co., 96 pp. $2.50.

A succinct and clear explanation of the elements and forms of fertilizing substances, their sources and effects.

Indoor Ornament

Decorating With House Plants. Ruth Gannon. Studio-Crowell. 146 pp. $5.

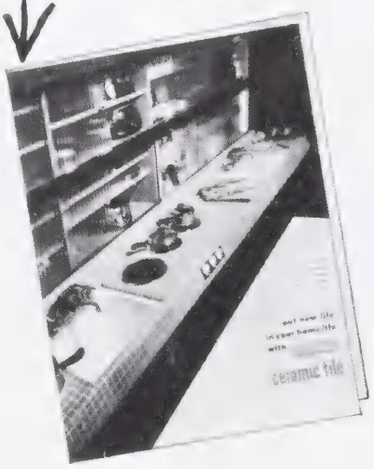
Only the last of the 15 chapters takes up the actual subject of *decorating.* The preceding chapters describe different groups of plants, with rather sketchy notes on their culture. The book lacks the distinctiveness of writing and format that its subject deserves.—C.H.W.





read any good books lately?

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PANTRY SHELF NEWS

By Julie Polshek

Seems to be a never-ending crop of fine salad dressings entering the market. One outstanding newcomer is Mike Rose's Roquefort Dressing. The epicurean blend is flavor-enriched with Gorgonzola's heady savor and a lacing of garlic incorporated into the oil-and-vinegar base. They're inspired flavor accents, you'll find, handled with consummate skill that permits the Roquefort to hold the spotlight, and so lavishly cheese-stocked that you have to spoon the dressing out of the jar. There's palate-proof of fine-quality Roquefort plus a sticker on the jar that furnishes written documentation by the French Roquefort Society. You can order the dressing by mail from Charles & Co., 340 Madison Avenue. The price is $1.75 for two 1-pint jars.

Another delectable newcomer is a French dressing by Holly Farms Kitchen, made from a plantation recipe that harks back to 1858. The dressing's scintillating savor seems piquant one moment, tangy the next. Chopped onions subtly infuse it with their rich flavor; a peppery note, almost unnoticed on first taste, has the last word as the blend's flavor-bouquet recedes. A dressing that lends flavor interest to cold vegetables, citrus fruits, cottage cheese, as well as tossed greens. Available from Holly Farms Kitchen, 459 Wagner Place, Memphis, Tennessee, if not in your local shops. The mail-order price for six 8-ounce bottles is $2.40.

Also new with Holly Farms Kitchen is a group of tangy cocktail vegetables pickled in a savory dilled brine. Seven varieties of the wonderfully crisp concoctions to choose from: cauliflower buds, celery sticks, carrot sticks, cherry tomatoes, baby beets, midget cucumbers, okra. Though the dilled vegetables are labeled "Kosher Style," it seems to me their deep-South origin casts its shadow in the recipe's formulation. The pickling agents used give you the blended savor of dill, spice, peppercorns and a mere lacing of sugar. The end result, if not completely traditional by Northern standards, is nevertheless exceedingly tasty and zesty. Six jars of the vegetables, assorted or alike, can be had for $4.45, postpaid, from Holly Farms Kitchen.

A luscious raspberry syrup produced in Holland is a new import that's in a class by itself in the fruit-syrup realm. The pungent berries used have a flavor that's both unique and delectable, reminiscent in an undefinable way of boysenberry or black-currant flavor. Only raspberry juice and sugar are present in the velvety "Ou'd Syrup"—so pungent and concentrated that a little goes a long way when mixed with carbonated water or ginger ale for a long, cold drink. A luscious topping for ice cream, custards, and puddings; give it a whirl, too, as a sauce for stewed peaches or pears or for flavoring the dressing of a fruit salad, icings, whipped cream, milk shakes; also affords wondrously interesting results used as a glazing agent for ham, pheasant, or duck. $2.25 for a 25-ounce bottle; mail orders will be filled by Vendome, Inc., 415 Madison Avenue, New York.

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vegetable blend, devoid
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pes that mingle in a
tasty manner. All this,
and the considerable convenience of work-free preparation, is yours in Yakima Chief Vegetable Relish. $1 postpaid, plus needed vinegar, give you the makings of a quart of relish. Address orders to Dehydrated Food Co., Yakima, Washington (add 3% tax if for State of Washington shipment).

Clam juice, such as recently put on the market by Capn's Corner of Camden, Maine, should have no trouble finding a permanent home on the pantry shelf of anyone who makes its acquaintance. Its flavor puts it in a class by itself—so concentrated that even when diluted with cream or milk for bisque-making, its rich flavor still prevails. Delicious served as a hot bouillon. In cocktail form, spiked with a smidgen of horse-radish, catsup, and a dash of Wagner's Hot Salt or seasoned merely with lemon juice and a dash of Worcestershire sauce and Angustora Bitters, one couldn't ask for anything tastier. Supplied by Capn's Corner for $2.89 for six 16-ounce cans.

Another worthy candidate for a quickie-meal is Wetzstein's Beef-Tongue Hash. Like the corned-beef variety, it's ready to go from can to frying pan in pancake or patty form; or oven-heating in a casserole can replace frying. Topped with a spicy fruit sauce, spiked with a dash of mustard and some red wine, you've a dish that can come to the table with aplomb. Or if you prefer a less exotic topping, mustard or horse-radish sauce complement the tasty hash in admirable manner. Gimbel's, Herald Square, New York, can supply Wetzstein's Beef-Tongue Hash by mail if you don't find it locally. The price for three cans (postpaid) is $2.20.

Still rounding up candidates for calorie-counters. My current finds are Mactavish jellies and preserves. The jellies, a red raspberry and a black currant, penalize you a mere ½-calorie per teaspoon. If you're willing to be a bit more reckless and forfeit 1 calorie per teaspoon, you've a choice of strawberry jam or orange marmalade or a jelly choice of blackberry, elderberry, concord grape. All are made of only the fruit juice or fruit pulp, as the case may be, sweetened with Sucyril and saccharin. And they're free of salt as well as sugar and of thick consistency, achieved without pectin or thickening agents. Available from Food Fancies, 230 Third St., Brooklyn 15, N. Y. (Four jars assorted, $2.75 east of Mississippi; 25¢ extra west of Mississippi.)



Dear Betty—Just look at my new kitchen... and the Trade-Wind Clipper Ventilator is the best feature of all. How it whisks away cooking grease, heat and odors! Incidentally, I'm attaching a coupon for you to mail for details...

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Please send illustrated brochure on Trade-Wind Clipper kitchen ventilators.

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PATTERN FOR Beauty

Daylighting partition enhances decor in residence of Mrs. Bruce Crow, Mesa, Ariz. Photo by Frank L. Gaynor, Tucson, Ariz.

This friendly partition of softened, diffused light adds interest in an unusual manner to this cheerful room. The beautiful Pluralite pattern creates an effective backdrop for furnishings and decorations, while this lovely decorative glass by Mississippi separates living areas of the home without destroying a feeling of unity and spaciousness.

Translucent without being transparent, decorative glass floods adjoining areas with flattering "borrowed" light. The entire home gains an air of leisurely, comfortable, modern living when Mississippi glass is employed.

Daylight can become a part of your decorating scheme. Make your home brighter in the modern manner. When you build or redecorate, specify glass by Mississippi. Available in a wide variety of beautiful and distinctive patterns.

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Instead of burying the garbage can in the ground — why not end garbage nuisance forever? Install a National food waste Disposer in your kitchen sink. Only a few pennies a day buys a NATIONAL. You don't have to remodel or build a new house to have one. Your master plumber can install it in your present sink quickly without fuss or bother.

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Obey that impulse now. Phone your favorite master plumber, or mail the handy coupon below. Learn how easily you, too, can own a NATIONAL —the lifetime food waste DISPOSER.

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Dept. HB-9, Akron 8, Ohio
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Name _____

Address _____

I USE ONLY THINGS THAT IMPROVE WITH WEAR

CONTINUED FROM PAGE 113

napkins that you tumble dry in the dryer are fluffy, soft and velvety to the lips, and require no ironing.

Heavier corduroy makes wonderful mats, and all you have to do is to let them drip dry. Seersucker is another good material for mats and napkins, and it comes in so many colors you can match your plates.

I make my napkins and mats the same size, so everything is interchangeable. Folded, they are napkins. Flat, they're mats.

Cast-aluminum plates from Stede are the backbone of my dish wardrobe. I think they make a wonderful background for china and pottery; food looks well on them; they heat well, so keep food hot longer, and they are not breakable. None of ours are even dented, though they have been dropped and given rough treatment for six years. I put them into the dishwasher regularly until they have built up a patina like antique pewter. When they were new, they had a shiny, glittery look, which I did not like (though some people do). I am perfectly content that they look "lived with." (If our house were full of polished, shiny surfaces, maybe our "weathered" Stede would not seem so right. But we have no "spit and polish."

Around the Stede plates I work my collection of 1810 ironstone and my treasured Italian earthenware fish plates which took me several years to gather together. I have a large collection of Chinese porcelain dishes which look particularly well combined with the silvery aluminum.

The pewter plates are usually the plates for the main course, for they are easily heated and I do like good hot plates for the meat course.

The salad plates are kept in the icebox, so they will always be well chilled. They may be shell, an octagonal Quimper plate, or an Italian leaf plate.

My dessert plates may be Italian or the 1810 Ironstone soup bowls. The soup bowls of jolly old England are of such a generous size that it is difficult to keep the soup hot. I love *hot* soup, so I use them for dessert dishes. They work like a charm for fruit or ice-cream-and-cake, and your guests are intrigued when you use something as it was not intended.

Don't think you have to use your china for the purpose it was created for. Look at it. See what other ways there are to use it. Often I turn my bowls upside down and use them as candle bases. My last purchases were modern black Ironstone ash trays by Bruce Anderson—very stunning, wide-lipped big dishes that I use for a bouillabaisse or for ice-cream-and-cake. When you collect your things, try and work out a multiple use for each piece.

My silver salt and peppers were the worst things in the world to clean. They needed almost daily attention. These were the hardest to replace. But I found some small English wooden ones, shaped like a churn, and they are in constant use. The longer we use them the better looking they become, for there is a patina that comes with handling that makes wood so beautiful. For a more formal table, I use ivory salt and pepper grinders, also from England. They are mellowing and improving with time and use.

I am through being mired in a museum and dusting the Waterford glass. What was important to me once now does not seem important at all. The Waterford has been packed for ten years. It will either go to the children or to a museum. I enjoy lovely things and a few of the *objets d'art* that we kept give us a great deal of pleasure.

In your collecting, don't get trapped with things that have to be tenderly cared for. In buying, look at each item and think how it will look five years from now. Will it mellow or age well? This philosophy will pay dividends, not only in time and energy saving, but also in enjoyment as they will improve through the years. I always buy one or two of an item and live with it for a week or two before I decide to buy much of it. I also like to see how it will react to washing in the

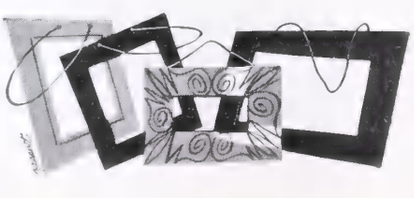
I use lacquer and wo and trays for the hor and cheese. They are no they require just a qu with a damp cloth and, are ready for the nex not think that the oil a wood salad bowls wi cid. I have a wooden that is so permeated w due to twice-daily use and drips oil. It lives over a panel-heated has been in use for six still as fragrant as i years ago.

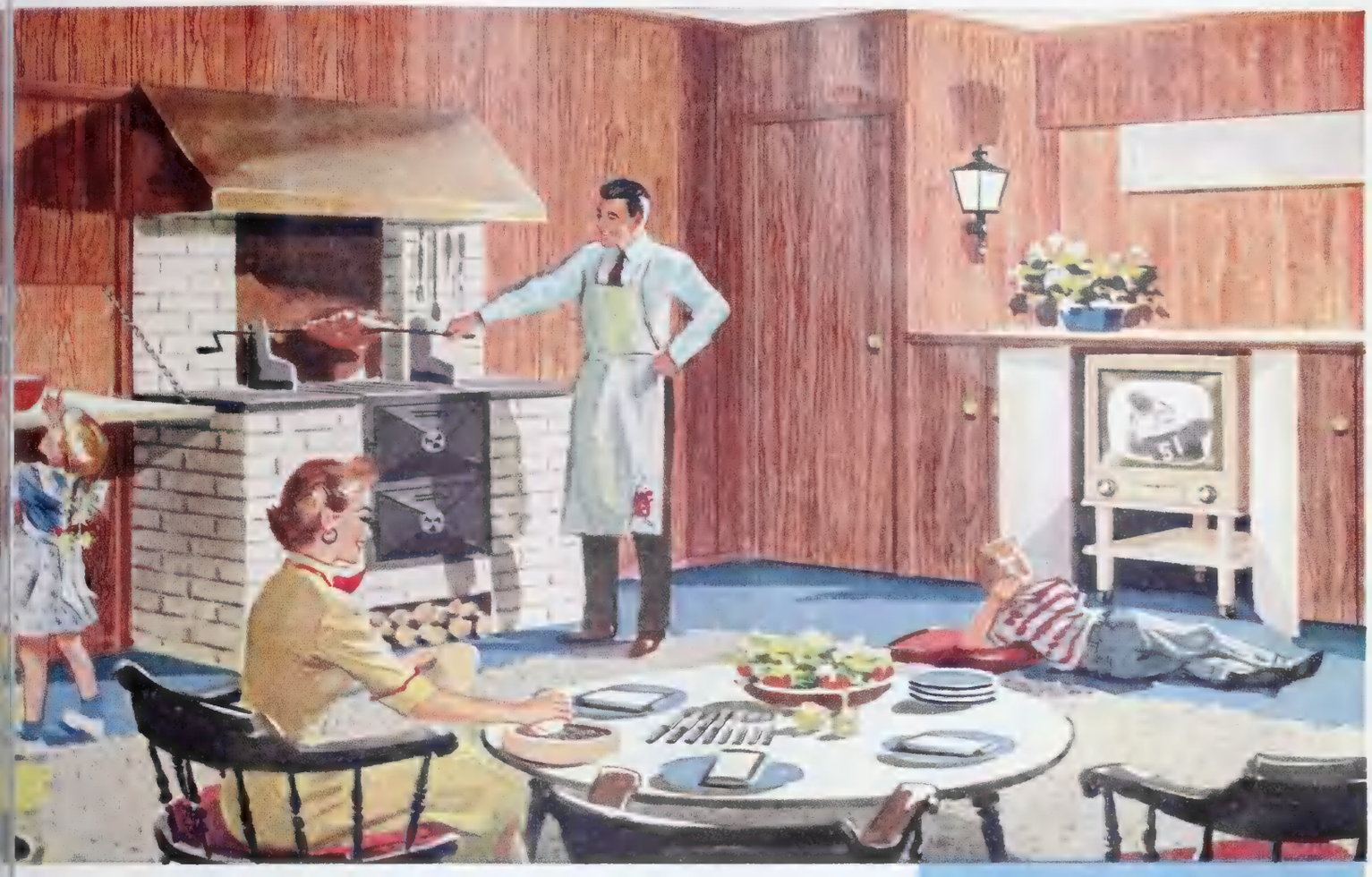
I now go on the p things nonbreakable nishable are for me. items of fine china much care, for they accessories and grace unbreakable ones.

To save time and mo *and* serve in porcela cast-iron containers. T breakable and keep ho Their design is becom and smarter. This type many names — "Cant "Descoware," "Triano iron," etc. (See some o

Many times I have "And what do you the time you save by planning your life?" M that I can do things tha and are creative, for h a tiring job. You ca things if you are wea with your way of life. color schemes for my a band. I enjoy the chil ing more time for them in community affairs, if we live in a commun share some of the res of that community. I Blood Bank, and I h cook interesting foods tain friends—all of wh and which for me is a

You do not know talents you possess unt create something. You to weave, cook great pottery, write, paint, creative arts that will life and be of joy ov





To build this room in your basement, in the attic, add a wing or remodel a garage as has been done here, sufficient Malarkey Shadowood for walls, built-ins, and moldings would cost approximately $275 or about $25 a month using your lumber dealer's deferred payment plan or $9 a month with a three year F.H.A. Home Improvement Loan.

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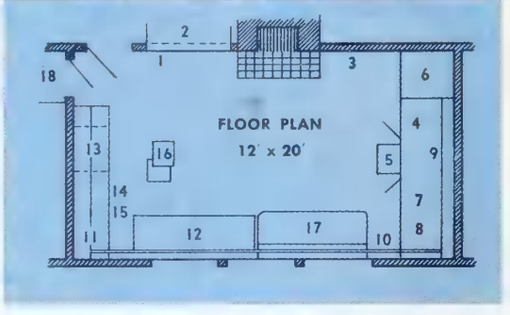
...of the most persistent problems of modern ...is how to organize the multiple home activi... ...of a wide-awake American family without ...ng a damper on their fun and enjoyment.

...re's a room that does it--against a back... ...d of good taste and comfortable hominess. ...e the hobby area for children, the sewing ... for Mother, the photo supply storage for ... and the built-in television, barbecue and ... bar for family and guests.

...w is it done? By imaginative planning for ...y use. By stowing the clutter—compactly, ...ly, conveniently. By confining easy-to-reach equipment and gadgets behind these gorgeous panels of Malarkey Redwood Shadowood.

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See Malarkey Shadowood with matched molding and trim, and other Malarkey plywoods and doors, at your building material dealer's showroom.



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- ☐ TV-Family Room (above)
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My lumber dealer is _____

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Malarkey Shadowood

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HAT YOU SHOULD KNOW ABOUT SILICONES

They are chemical short-cuts to housekeeping that free you from work and worry in running your home

By Julie Polshek

v been hearing a lot about
les and silicone-products.
you're already using some
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to the fabric being ironed.

In this product, silicone is compounded with a spreading agent that speedily evaporates on application. Both this liquid and the silicone are non-toxic, and the silicone used is a type removable at will with scouring powder.

Such cleaning-polishing compounds as "Dri-Glo" and "Pride" are examples of another product category in which silicone is playing an important part. Here, its use gives the compound "rubbing-in" properties far beyond those that could be achieved heretofore in products of this nature. A greatly oversimplified explanation of this silicone function is that it furnishes a stable, non-oxidizing agent which disperses a compound's wax and polishing ingredients and permits them to be brought to a high, hard gloss that otherwise could be achieved only by power buffing. The stability and inorganic nature of silicones give the finish imparted to a treated surface great durability and make it easy to keep clean.

But do not expect all compounds that contain silicone to perform with equal effectiveness. The quality and quantity of a given compound's polishing agents are no less important than the presence of the silicone itself. As in the past, when mineral oils furnished the "rubbing-in" agent now supplied by silicones, the basic cleaning and polishing ingredients and "recipe" used for putting them together still govern a product's efficiency.

This is particularly true of silicone polishing waxes. In this family of silicone products, the product must rise or fall entirely on the quality and endurance of the wax that's used and the formula of its compounding into a finished product. Although the presence of silicone adds an agent that does away with the need for elbow grease and creates a harder, easily cleaned finish, the silicone content is nevertheless an accessory to the end result.

Don't lose sight of the fact, however, that silicones although very important, aren't the only chemicals contributing toward better, more carefree living. We've briefed you in foregoing pages on some of the others, such as products that repel dust, attract and consolidate dust picked up by mops or other dusting agents, that chemically clean ovens, free synthetics of dust-attracting static. Still others that help the cause chemically are deodorizers for toilet bowls, deodorants that treat furnishings and room air, rug cleaners, finishes, detergents, rust removers for sinks and tubs or linens, coffee-stain removers for cleaning coffee-makers of residual deposit, and de-staining plastic dinnerware and table linens. These are only a fraction of what already exists and more of these chemical wonders are yet to come.

More Books for Gardeners

and Clear

Grow Better House Plants. C. Grayson. Hydroponic Co., Copley, Ohio. 62

plants will thrive in north many in partial shade, me require steady sun. rayson tells which are best situation. She gives clear, complete directions for f 100 plants, illustrating them. The chapter on potures is exceptionally good. without neglecting details of care, she makes the successful culture of house plants seem much easier of attainment than more prolix authors do. When so much can be said in small space, one wonders why elaborate books are considered necessary.

Naturalistic Gardener

Capability Brown. Dorothy Stroud. Country Life, London. 254 folio pages. 2 guineas. Scribner, N. Y. $12.50.

For the first time a thoroughly documented story is told of Lancelot Brown, the English landscape gardener who, more than any other, is responsible for the "natural" style of design introduced in the Eighteenth Century. Newly discovered documents help to round out the scattered information of the past. Letters, records and account books, portraits, and plans present a clear-cut picture of this energetic, dignified, and unassuming gardening iconoclast. They also bring to light much of his work which has hitherto not been given recognition.

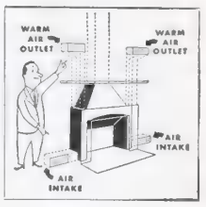
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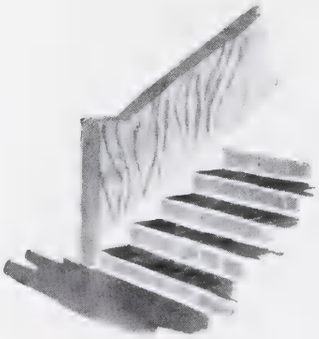
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THE CAREFRE CURVE

Emancipate yourself from the dirt-catcher crev and corners of the past by substituting curves for angles wherever you can. See how to chan 11 common dust traps into plain surfaces

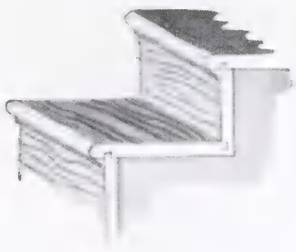
By Gerald K. Geerlings



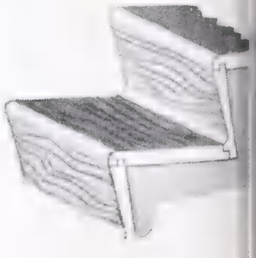
Stairs won't be much of a ing or polishing problem i eliminate right-angle interse and use curves instead. "(stringer" type stairs (left) cheapest to build, easiest to particularly with smooth casing instead of balusters



If you prefer the "open stringer" stair type (right), reduce dust-catchers to a minimum with coves at step intersections, and make handrails of flat metal members which are practically self-cleaning. Plywood on the wall won't show hard wear, takes little care.



Left: Standard wood stai used for the last three ce See how the right-angle section is designed so it dust and dirt and requ special curved filler piece want to carpet the stairs.



Right: When you build or remodel, you pay no more for wood or masonry steps with a curved intersection, and you reduce dusting, polishing, vacuuming. Curve makes it easy to install and maintain carpet, linoleum.

Picture your fireplace with Flexscreen

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SAFETY

CONVENIENCE

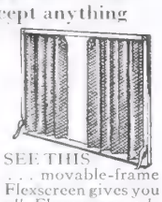
FOR THE HEARTH OF YOUR HOME



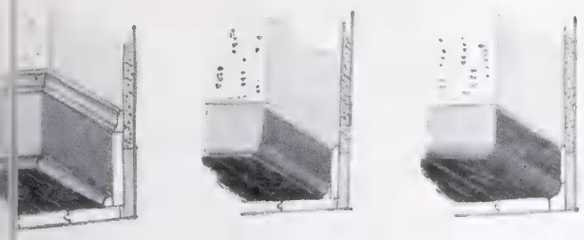
Sheer woven-metal curtains display your fires in graceful charm . . . yet provide absolute protection from flying sparks. Exclusive Unipull glides both curtains open or closed with one hand . . . keeps curtains always equally draped. The new Hooded Flexscreen is just one of many easy-to-install designs you may choose to give your fireplace a *lifetime* of loveliness. Prices begin as low as $15.75 . . . so there's no need to accept anything less than the *true* Flexscreen. . . *Write us for free catalog.*

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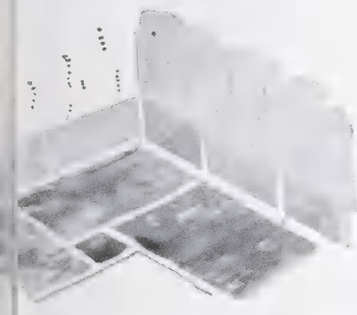
ASK FOR Flexscreen AT BETTER STORES EVERYWHERE



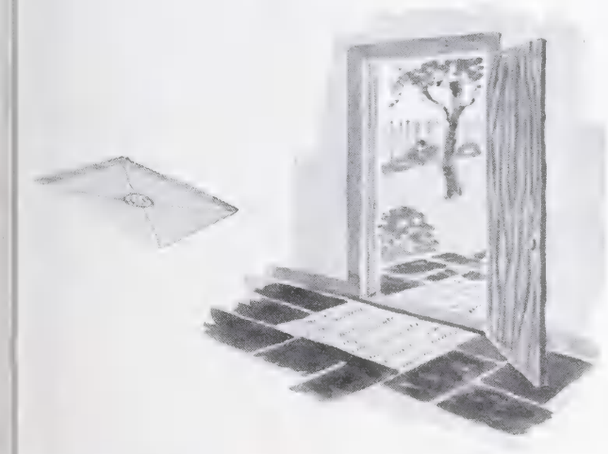
SEE THIS . . . movable-frame Flexscreen gives you *all* Flexscreen advantages . . . *without* attachment to your fireplace!



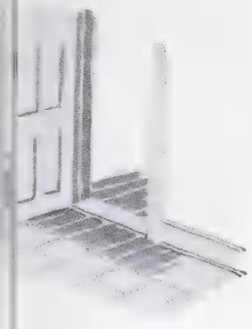
tandard base (left) excels in dust-catching. When remodel- enter), use a flat baseboard, 5/8" thick with a rounded top and a coved floor molding. But in new work (right), use od with a rounded top edge for the base, and a built-in wood ember which tolerates no break between floor and baseboard.



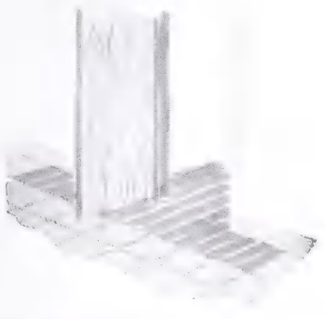
The concrete slab of the modern house offers opportunities for easy upkeep of floors and bases in a wide selection of stone, slate, brick, tile, plus many cove possibilities. Make wall surface and base flush.



ct housework to a minimum in entrance halls by installing g which won't show dust, mud, or marks left by evaporating by using coved bases, and by having recessed floor mats both and outside. Hose or sweep the dirt of these shallow depres- into a floor drain, which is connected with drain pipe.



Left: It was once fashionable to install thresholds under inside doors to insure that doors would clear adjacent rugs. But what dust-catchers, what obstructions to easy dusting, waxing! Earliest American houses had thresholds only at outside doors, which are as sensible now as then.

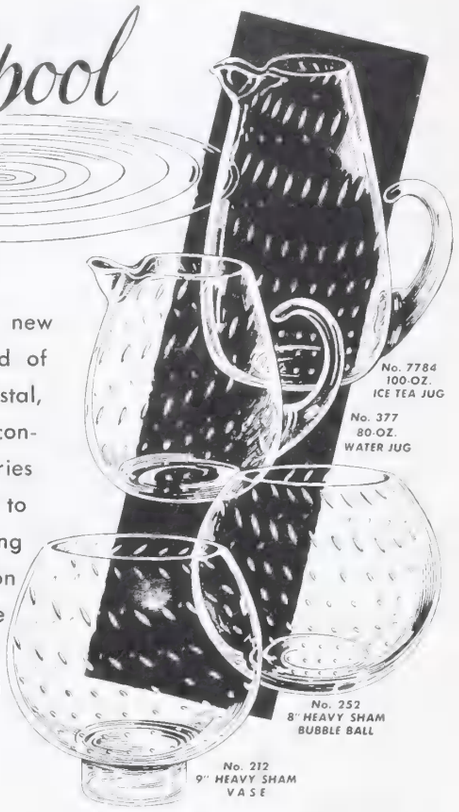


or door can clear a rug -inch space is allowed floor and the bottom of en you can do a faster, with dust mop, waxer, m cleaner. If flooring join under a door, cover h a metal strip.

(*Please turn the page*)

Presenting . . .

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A brilliantly conceived new 1953 design, handcrafted of sparkling seamless crystal, into very important—and constantly useful—accessories that add dramatic interest to gracious, year-round living . . . Available, in addition to those illustrated, in Rose Bowls, Salad Bowls, Candy Jars, Ice Tubs, Martini Mixers. Excitingly modest prices!

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WEST VIRGINIA Glass



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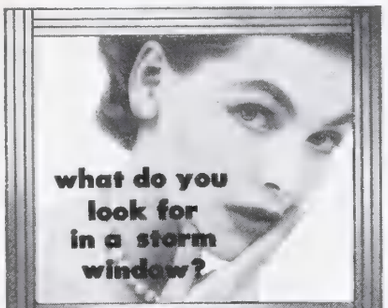
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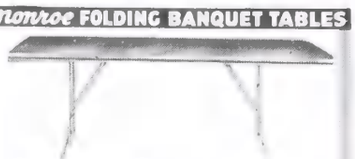
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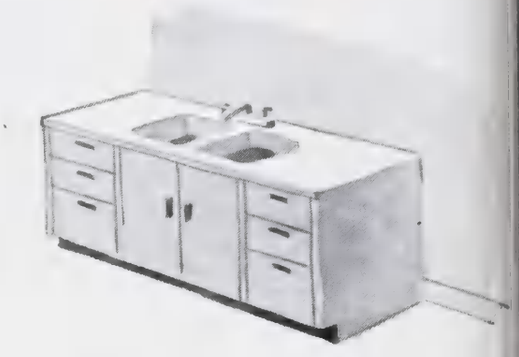
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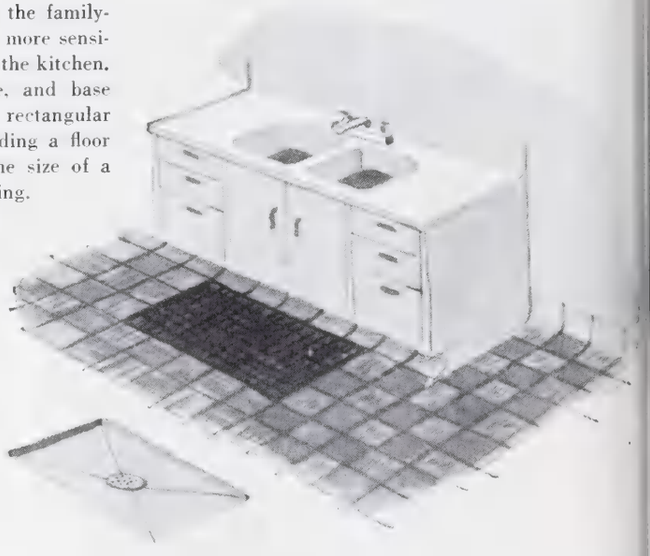
THE CAREFREE CURVE

CONTINUED FROM PRECEDING PAGE

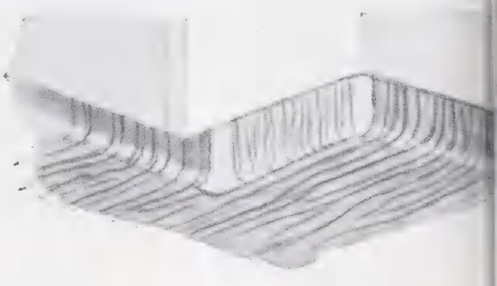
Right. When kitchen equipment is placed directly upon the finished flooring, intersection between floor and base of equipment collects dirt, is hard to clean because there is frequently unevenness, and a joint filler is not permanent.



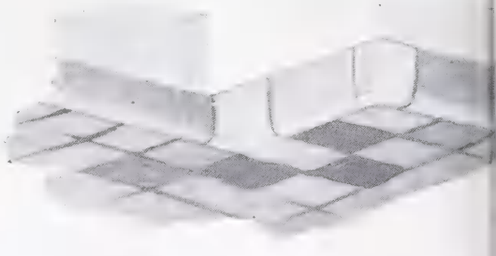
If there is good reason to hose the family-room (and there is), it is even more sensible to be able to do the same in the kitchen. Provide impervious floor, cove, and base material, and make a shallow, rectangular recess in front of the sink, adding a floor drain. Make this depression the size of a rubber mat, for a resilient footing.



To form a cove at the base of kitchen equipment with a flexible material like linoleum or rubber, metal corner units (note in sketch) should first be set in place. Next, coved filler pieces are fitted between these corner units. Then flooring is curved up over coved filler pieces to form the base, and is cut to abut corner units.



If you are using individual tile (either flexible or inflexible) to form a cove and base of flooring material, there are corner cove units specially made for this purpose (see sketch). These comprise both cove and base and match the flooring. Set these first; then fit the straight-run units in between. Finally, lay the floor tiles.

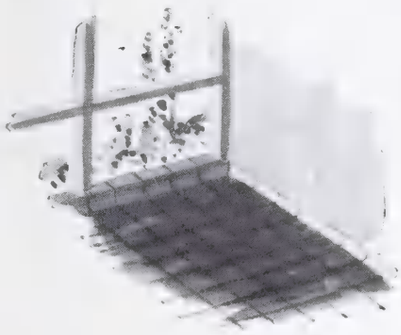


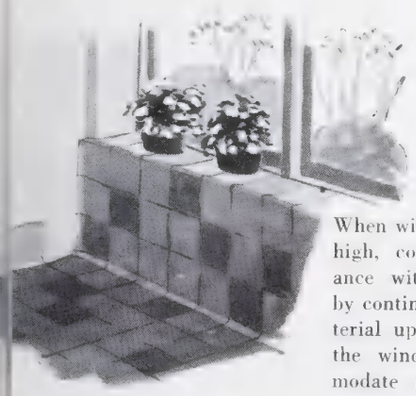
If polio comes, keep your head

Common-sense precautions are still your best assurance of safety.

See that your children wash their hands thoroughly before putting anything in their mouths. Impress them with the importance of never using another person's towel, washcloth, or eating utensils. Keep them from getting tired or chilled. Watch them for signs of sore throat, headache, upset stomach, stiffness or tenderness of the neck or back. Call your doctor at once if any such symptoms appear. And remember that your local chapter of the National Foundation for Infantile Paralysis is there for you to turn to for advice and help.

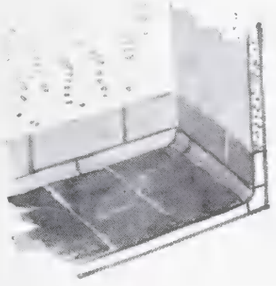
t time-consuming area
loor care is around
perimeter and below
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lows extend to floor.
e your work easy
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h won't be damaged
winter window mois-
condensation.

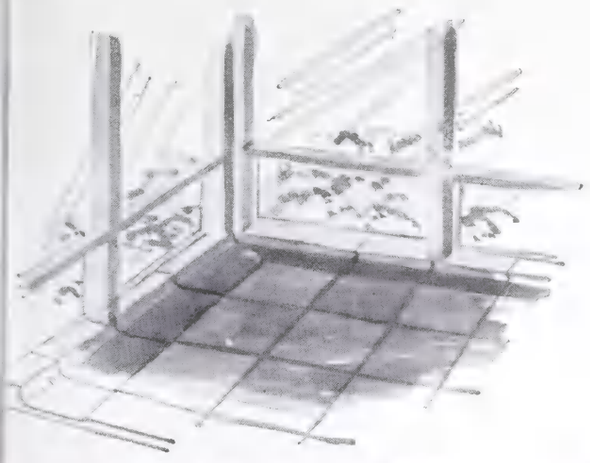




When window sills are not too high, combine good appearance with minimum upkeep by continuing the flooring material up the wall to include the window sill. To accommodate plants, make sill of ample width, of waterproof material. Provide "weep holes" for water drainage.

advantage of concrete floor
construction by using any
of the many excellent im-
ous, easy-upkeep flooring
rials. Install coved base
baseboard before the plas-
g is done so the latter will
lush, thereby eliminating
dirt-catching projection.





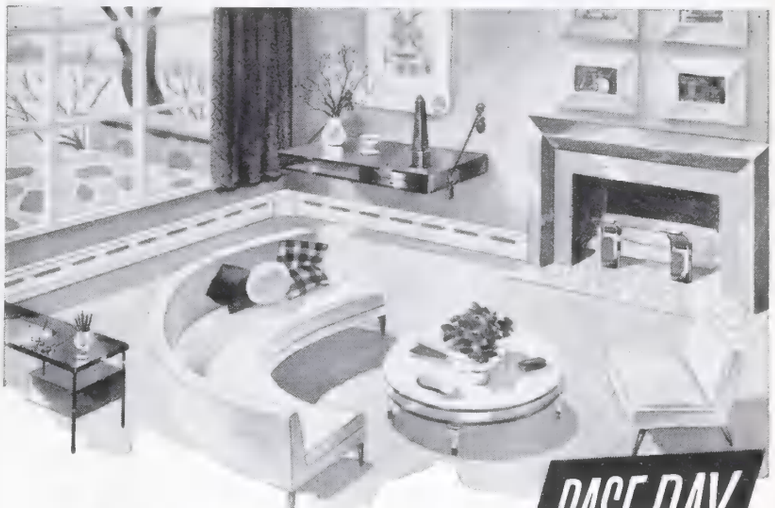
ou are intrigued by the idea of being able to hose the floor of
carefree, family-fun room, consider a shadow "gutter" along
outside wall, with a drain or two to the outside. Look into
possibilities of colored cement, terrazzo, and composite mate-
s, and the wide choice of stone, slate, brick, and tile.

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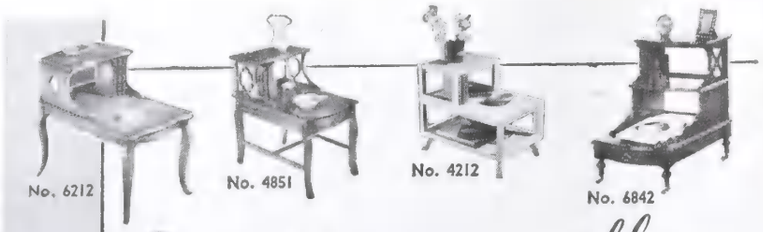


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NEW STOVE-TO-TABLE COOKING UTEN

CONTINUED FROM PAGE 108

Intelligent women everywhere are approaching their food service problems with the astuteness of time-and-motion engineers. Why go through the energy-wasting motions, they ask, of ladling food from mixing bowl to cooking pot to serving platter then back to storage bowls, meantime piling up dishes to be washed? Why waste time trying to keep serving bowls and platters warm when food can arrive on the table stove-hot in the dish it's been cooked in?

Why, indeed, particularly when there is a constantly increasing supply of stove-to-table cooking utensils on the market specifically designed so you need never sacrifice the elegance of a table setting to easy, efficient service.

Stove-to-table no longer means oven-to-table exclusively, although the whole idea got its start with the earthenware casserole which could cook only inside the oven. With new enamel-on-cast-ironware you can safely boil, sauté, simmer, and pan broil over the flame as well as bake and broil. You can serve an omelette stylishly from the pan you cook it in—no juggling needed to shift it from pan to platter. In fact, you can do practically any kind of cooking in this ironware, which comes in a variety of forms. The long handles of such pieces as skillets are usually detachable so they don't look kitcheny on the table.

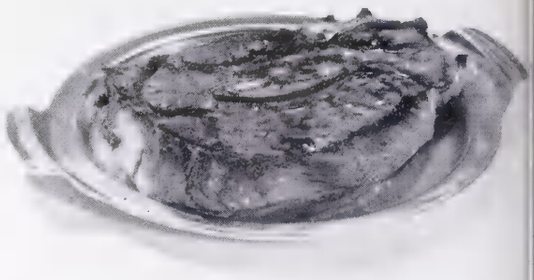
Some earthenware and stoneware are fired so that they too can cook over a low flame, but this takes cautious handling and its manufacturers to date don't encourage its use elsewhere than in if you want to do real coo can keep its contents w ever, over a candle or bu tected by an asbestos pad

Even among the o kitchen utensils you can fi and beautiful candidates ber, the earthenware which have long sin thoroughly acceptable and-casserole servers ori cooking utensils in French A trip to the housewar ment may reveal similar ties among modern stainless steel, and co and pans. (Copper is cleaned these days that i is no longer a problem facturers of utilitarian utensils are obviously t design their wares to lo the dining room, often decorative wood or pla which slip onto aluminu broiler trays and griddl can be carried comforta table from the flame.

All in all, it is no p find this kind of equipm you've caught on to this energy-saving approach service, any cook-pot is as long as it looks appr your table. And as more women adapt this cook principle, we predict an interest in hot-plate ho heat-resistant table tops.

To help you identify th table cooking ware show 108 and 109 in co-ordin groups, we list them opp their sources:

PHOTOGRAPH BY GEORGE LAZA



Serve steak sizzling right off the sheet-aluminum griddle-broi server on which it is broiled. Same round griddle bakes flapja on top of stove, brings them to the table really hot, looks so you forget it's designed for utility. West Bend Aluminum

Page 108

lot tableware: "Brown by Hadley Pottery Co., courtesy of Georg Jen- York, N. Y.
scheme: Nest of French ed baking dishes, cour- acher Schlemmer & Co., .; mottled brown Finnish g dish (reminiscent of Bennington Ware), by elsinki Potteries, from p., New York, N. Y.; "heat" ovenproof platter, saucer, Gladding Mc- s Angeles, Calif.

Page 109

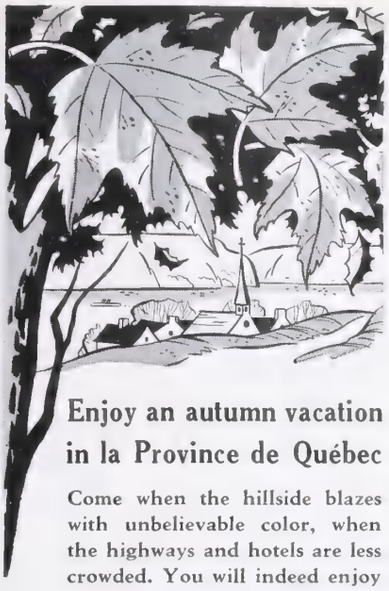
scheme: Steak tray with d handles is the broiler ytag Gas Range, The Newton, Iowa; plate and with removable handle, rt, Ltd., New York, N. Y., eorg Jensen, Inc., New

bur "DRU-iron" (enamel- ported from Holland) ls, Evans International, ass., courtesy of Bloom- New York, N. Y.; "Tap- ware dinner plate by elsinki Potteries, from o., New York, N. Y.
eme: "Trianon" enamel- sserole, imported from kt and Hammacher Co., .; Italian pottery plate, rnasetti; all courtesy of Bros., New York, N. Y.
own scheme: "Contem- vare dinner plate, Steu- Co., Steubenville, Ohio, Morgenthau & Co., New oval casserole with re- g dish" lid, Glidden Pot- ubel & Co., New York, with reversible "skillet" Ware, from Holt-How- Co., New York, N. Y.; brown stoneware cas- rafted in England by rtesy of Georg Jensen, N. Y.
: "Canton Ware" (en- on) tureen and sauce om Sweden by The Vaco N. Y., courtesy of Ham- mer & Co., New York, oof Harkerware "White and covered coffee pot, ussel Wright for Harker st Liverpool, Ohio.

LEAVE HOME O LIKE IT

ED FROM PAGE 96

ip is a two-week sea Matadi on the East gives you a day at Ten- Canary Islands and werp, whence you fly York. Cost: $2500—a an buy you, besides e. an important under- much misunderstood world. If you're lucky , you'll see the Afri- , at their great crafts pture and basketwork, worship in their sym- ances. You'll begin to nd tradition in what all uncivilized. You'll eciate the significance



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and beauty of those mystifying masks and carvings. There's far more to this than meets the eye, so prepare yourself with a few visits to museums of African art. There are notably fine collections in New York's National Museum of Natural History, the Brooklyn Museum, Pennsylvania University and the Lincoln Museum in Philadelphia, the Chicago Natural History Museum, the Denver Art Museum, and at Fiske University in Nashville. Suggested reading—not only for those who will make the trip but for anyone interested in learning what African art is all about: *African Sculpture Speaks*, by Ladislas Segy, the knowledgeable collector, whose New York shop is as thrilling as a museum of African art. $7.50. Segy Gallery, 708 Lexington Avenue, New York 22. *Shrines of Wonder*, by the ethnologist Leon Kochnitzky, who tells you what to look for as well as what it means. For this, address Madame Nadine De Bary, Official Belgian Tourist Bureau, 422 Madison Avenue, New York 17.

For a preview of the Belgian Congo, see the new 20th Century-Fox movie, *White Witch Doctor*. Or if you have a 16 mm. home projector, hire one of the films we review this month in "See For Yourself" on page 188—specifically, *Buma-African Sculpture Speaks*.

Big fishing

Latest records in fishing down South America way—a broad-bill swordfish, weighing 1,182 pounds and the largest fish ever caught by rod and reel, recently pulled in off the Chilean port of Iquique; a 34-pound rainbow trout caught in Bolivia's Lake Titicaca; and 65 pounds of fighting dorado landed at Paso de la Patria, Uruguay.

A challenge, of course, if you are one for shattering records. But what is even more important about fishing in South America is that the reversed seasons permit you to fish "out of season," and the great number of spots where the fish are both big and abundant practically guarantees your success. The innumerable lakes and streams of Chile teem with brown and rainbow trout, season October 15 through April 15. There are no mosquitoes, no black flies, no restrictions on the size and number you can take. The scenery is magnificent, the accommodations good to luxurious, the prices—well, $5 a day will usually cover living costs; less than $1 will buy your license.

For deep-sea fishing at Iquique—swordfish and marlin, best January

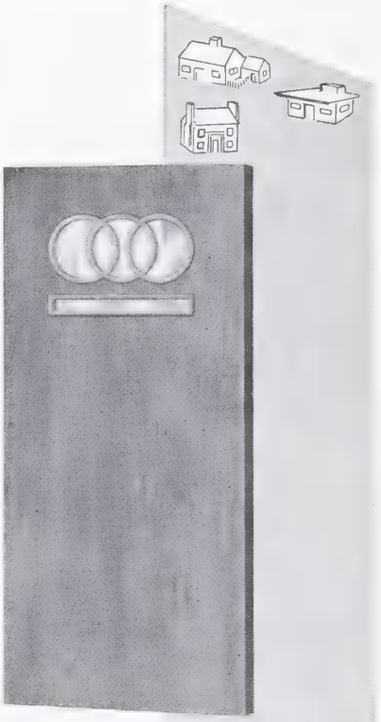
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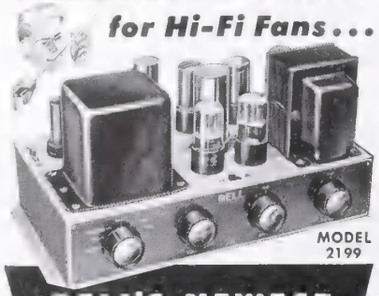
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Ridgeway
DIVISION

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

through October—you can stay at the modern Hotel Prat, with all equipment awaiting you at the Yacht Club docks—boats and guides around $60 a day, leader and tackle, $10. At Paso de la Patria, the government has provided an excellent inn, and the dorado are at their battling best right now.

Or let your travel agent arrange a one- or two-week all-expense fishing trip. One, suggested by Panagra (Pan American-Grace Airways), gives you within only one week out of the United States a full day's fishing in the Tolten River at Villarrica, considered one of the finest trout fishing spots in the world; another day on Pucon's Trancura River; a third at Los Lagos, where the San Pedro River should be good for record-size brown trout. Your week: $225 from Santiago, Chile. Air fare from the States can be as low as $675 round trip on one of Panagra's several tourist flights.

Going?

Whether you plan to go specifically for fish or just for fun, send 25¢ in coin to Pan American-Grace Airways, Department S, Chrysler Building, New York 17, for the booklet, "How to get the most out of your trip to South America." Here is the passport, entry, and customs information you need; pertinent where, when, how, and how-much data; and intriguing comments on food, drink, and local customs in Panama, Colombia, Ecuador, Peru, Bolivia, Chile, Argentina, Uruguay, and Brazil.

Roll out the barrel

To counteract that feeling that modern Germany can't be much fun, time your visit to be in Munich for the Bavarian Oktoberfest, this year September 19 through October 4. Originally a celebration of a royal wedding, the Oktoberfest has expanded mightily with the years, so that today it lasts two weeks, combines all the best of a giant picnic, a beer-garden celebration, Coney Island on Saturday night, and the Iowa State Fair—about the merriest, zaniest, and gaudiest folk festival in all Europe.

Try to make the grand opening. This is marked by a parade in which those enormous well-painted brewery wagons, drawn by those enormous well-groomed horses, trundle out to the fair grounds with the first consignment of that very important Oktoberfest ingredient, a specially brewed, especially heavy Oktoberfest beer. This is merrily dispensed in quart-sized steins, in beer tents seating up to four thousand at a time. Or aim for September 20, date of the grand parade, one of the finest showings of traditional costume you will ever see anywhere. Or make it whenever you can. The food is wonderful: whole oxen barbecued on spits, all kinds of sausages, fried chicken, steckelfish, fresh crisp rolls with rich Alp cheese and butter. You'll like the noisy side shows, the mouth-watering displays of local produce, the singing, and the dancing. Make sure that you are in a carefree state of mind to enjoy it all, by securing advance hotel reservations. This is a popular festival, and the less forehanded often find themselves sleeping in tents.

Auction

Among the leaves that are bright in the fall, don't forget the bright leaf tobacco which is the pride of North Carolina. You can visit the state's several major cigarette factories any time of year—generally Monday through Friday, but check with local Chambers of Commerce—the R. J. Reynolds Camel plant at Winston-Salem; the American Tobacco Company's Lucky Strike plant at Reidsville, the Liggett & Myers Chesterfield plant at Durham. But during September and October you can also visit the famous tobacco warehouses, and find out for yourself that a tobacco auction conducted in the sing-song chant of the auctioneer is the real thing and not merely another advertising gimmick. There are over 300 such warehouses in North Carolina. Auctions take place according to a set schedule, progressing east to west, the earliest along the eastern seaboard, the latest in the Burley Belt in the foothills. The largest market is at Wilson, where tours start daily from the Chamber of Commerce Building at ten in the morning. Other major markets are at Kinston, Rocky Mount, Greenville, and Winston-Salem. And don't insist on heading for the biggest warehouses. Some of the smallest have the liveliest auctions, the most local color.

Nice and new

In Bermuda, the West Indies, and South America this winter you can season your good time with that wonderful, one-time-only experience—your first stay in a new and handsome hotel. hotels were opened within year. Ask your travel age them and about others, for the months just ahead.

In Montevideo, Uruguay, million-dollar Victoria P stories, air conditioned thr overlooking the Plaza cia. Rooms vary, from priced bed-sitting rooms showers, to an ultra-mode house suite with its own terrace and lawn. The foo way, is by Monsieur Gabri *the* "Lugot of the Waldor

In Puerto Rico, high in th tains near Barranquitas, El quitas Hotel, a resort ho a country-club atmosphere bright *cabañas*, riding stab nis courts, a cocktail loung nine holes of golf with ni due for early completion most pleasing climate and

On Jamaica's fast-growin Shore, just west of Monte the Bay Roc. Especially fu like a fashionable sort o Choose between a junior b room suite in the main bui in a beach villa alongsi one facing the placid sea secluded patio and pri trance. The Bay Roc has own white sands beach, o and a dining carousel bright blue tent.

In Paget Parrish, Bermu White Sands, one of tho guest houses where child welcome. You can breakfas and every room has a vi one of Grape Bay and the t ocean beyond. Of peach coral stone, with a dramat staircase, a dining room re an old English pub in it fireplace and open rafters than a hundred yards aw is claimed to be the only beach on the South Shore

In Bogota, Colombia, H quendama, facing Aven Libertador, overlooking the bull ring. Almost nine-mi lars worth of hotel, this goodly share of the buildi rials, custom-designed fur and fabrics having been the long, **hard route from** And **handy as well as ha**

(Please turn to page

Spring Air

MATTRESSES



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Throughout the nation, the spotlight of public favor is on Spring-Air mattresses. No wonder such enthusiastic preference . . . because Spring-Air offers the amazing comfort and long lasting durability of a superior type of innerspring construction. Hundreds of top quality steel coils, scientifically arranged, give proper support to every part of the body. Luxurious cushioning provides relaxing, sleep-inducing comfort. You, too, can enjoy Spring-Air mattresses, the world's finest sleep equipment . . . priced at $49.50* to $79.50*. See them in beautiful decorator styled tickings, at fine furniture and department stores or write for free folder showing all models in full color.

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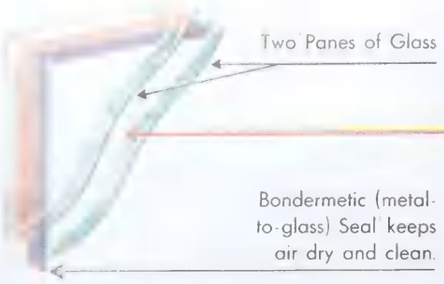
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SAVE FUEL *Thermopane* in ing glass in al windows. Hea through *Therm* is half that th single-pane win

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 208

restaurants, several cock-
es, a goodly row of shops,
lining and dancing, the
t Room, with a 150-foot
low-wall looking out over
the mountains beyond.

Maracaibo, Venezuela, an
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setting—the Hotel del
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acilities that guarantee
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pool, protected by an
canvas sunshade, and
rraced pergola gay with
s and *cabañas,* with its
ng terrace and a refresh-

s, Venezuela, the Hotel
only a ten-minute motor
the business center, but
table land carved right
mountains, so its two
d, stepped-back wings
great view. Most of its
are bed-living combina-
suites at the ends of the
terraced. Noteworthy
a glass-walled night
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e climate hereabouts
her heating nor air con-
necessary, circulating ice
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is traditionally every-
orite time to visit the
t just for once, try them
. The Ozark Mountains
ri, Arkansas, and Okla-
hills, if you insist—are
h a climate which blends summer almost imperceptibly into fall, and fall goes on and on, through October into November. The sun, come September, does seem a little brighter, and the skies, a deeper blue. You get more and more days in the pleasant seventies, reach more often for a second blanket at night. And the bass are biting extraordinarily well. But even in mid-September, when the sumac is already the color of red-hot coals, you can still use summer clothes for dress up. And in October, when the Flaming Fall Revue is at its very height, the air is filled with the fragrance of wood smoke and of sorghum bubbling in the pot, and you can hear, of a still night, the music of the fox hounds. All you'll need over your cottons is your stole or your cashmere cardigan.

Fall in the Ozarks is not only foliage time, but folkways time as well. Never so much fiddling and dancing as now. There are country fairs everywhere, and such novelties as the coon dog trial, a wild turkey-calling contest. Most of the area's many hotels, inns, and motels are still open in the fall, and, except during major events like the mid-October Folk Festival at Eureka Springs, rooms are yours for the asking. Ask the Ozark Playgrounds Association, Joplin, Missouri, to send you a map, an accommodations list, and a chart of special fall events.

Finds for early fall

Mexico, where the rainy season is subsiding, leaving the air clear, the sun kindly, just right for proper enjoyment of one of the country's biggest fiestas, Independence Day, officially September 16, but the occasion for a full week of colored lights and merriment.

Southern Indiana, where Madison, after a year's respite, is again refurbishing its handsome old homes, polishing the antiques, pressing heirloom costumes, and otherwise readying itself for another Tour of Homes, October 2, 3, and 4.

Cruise News

Just to remind you that now is none too early to get into action if you would turn that gleam in your eye into a winter cruise. Here are some ideas to take up with your travel agent at once:

The Swedish Lloyd Line's luxury ship "Patricia" will be a newcomer in Caribbean cruise service in early 1954.

The French Line's S. S. "Flandre" will be making a series of shorter cruises from Gulf of Mexico ports.

The vast and beautiful new flagship of the Swedish American Line, the "Kungsholm," due here on her maiden voyage trans-Atlantic in late November, will depart February 6 on a 55-day around South America cruise.

And Cunard's lovely little cruise ship "Caronia" leaves January 23 on what is claimed to be the first Japan-South Pacific cruise to be made by a major trans-Atlantic ship-line in 15 years: 99 days, 24 ports on four continents, including Callao, Pago Pago, Easter Island, Guadalcanal, Bali, and five days in which to visit Japan.

HOW TO ESCAPE COOKING THREE MEALS A DAY

CONTINUED FROM PAGE 122

r even weeks, thanks to
rator and the freezer.
kage in our thinking
d is what makes Chain
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l were left over to be
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is seldom the food you
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n the freezer let us real-
e into several parts the
a given recipe, a new at-
ard "leftovers" appeared.

We stopped thinking of them as "leftovers," and began to see them as partially-ready starts on new recipes, or as *all*-ready parts of new meals. The longer spacing—in time—made a big change in our thinking. It opened up a new recipe world—the recipe calling for the precooked ingredient. It lets us enter the great gourmet world, the epicurean world of the great chefs of history. It lets us partake, in our own homes, of the international *haute cuisine* of the great restaurants of the last 200 years.

For the great cooking of the past always leaned heavily on hours and hours of preliminary simmering, reducing, roasting, sauce making; in short, getting the ingredients ready to be brought together in the final superb recipe. A literal reading of any of the famous cookbooks of the past would drive a modern woman right out of her mind. For if you were to cook as they used to do, you would need a large staff of specialists in the kitchen, and you would have to start cooking today what you would finally finish tomorrow or the next day.

But if you can get your precooked ingredients as a by-product

(*Please turn the page*)

Don't climb stairs— Go Sedgwick!

Doctors recommend the time-tested Sedgwick Stair-Travelor for home use. Has two-seat carrier—you ride facing forward—go to another floor at the push of a button. Safe, economical, easily installed. 400 lbs. capacity. Also automatic, electric Residence Elevators (see sketch below). Nation-wide representation.



Write for illustrated booklet HB15

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New Cole Automatic Kitchen Ventilation!



Now, in Cole Range Hood the blower begins operation AUTOMATICALLY when the range is turned on. The blower automatically removes the unwanted cooking odor, greasy steam and excess heat of cooking—automatically protects your clothing and hair from cooking odors.
Exclusive also is the Cole "Grease-Stop" filter unit to trap the grease of cooking. It is easily removable and washable. Easy to clean in only 15 minutes a year!
Cole Range Hoods are available in all range widths. Installation is simple with instructions furnished. Guaranteed one year by manufacturer.
Cole automatic $109.95. Cole (without automatic feature) $69.95. Ask your department store, appliance store or building supply dealer. Write for FREE folder on kitchen ventilation.

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It's the homemaker's dream come true—the Dodge Vinyl-Cork Tile floor that needs no waxing to keep it gleaming. The tough, glossy vinyl surface resists spots, stains and scratches . . . and a mere swish of a mop restores its original loveliness.

Thanks to the cushiony properties of the cork base, this floor is comfortable to walk and work on. And thanks to its insulating properties, it's warm in winter, cool in summer.

See your dealer about easy-to-care-for Dodge Vinyl-Cork floors that keep their youthful beauty for a lifetime!

Dodge Vinyl-Cork Tile is beautiful and suitable for every room in the house . . . in a single color or laid in contrasting pattern. It comes in ten attractive decorator colors and in six natural cork patterns. Ask your flooring contractor or write for color folder.

The wearing surface of Dodge Vinyl-Cork flooring is manufactured exclusively of Firestone's Veton.

DODGE CORK COMPANY, INC., LANCASTER, PA.

Put New *Hollywood Glamour* in your bedroom

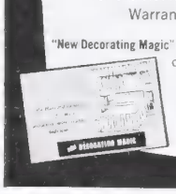
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The GENUINE HARVARD FRAME

The complete foundation for Hollywood Beds. Fully adjustable to hold any size spring—supports any style headboard —moves easily on quality casters. At furniture and department stores. Look for the Harvard Seal and Registered Warranty Card before you buy.

"New Decorating Magic" illustrated booklet with ideas on how to plan your bedroom. Send 10c in coin for your copy.





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Won't stick to hands — no clammy feel

Velva-Tex's velvety flock lining covers entire inner glove — easy on, easy off. Swirl-Grip assures non-slip handling. For every household need. At drug stores. 98¢ pr.

- Curved fingers.
- Non-slip "Swirl-Grip".
- Natural soft rubber latex, orange color.
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New deodorant and larvacide repels rats, dogs, cats and other animals. Prevents fly breeding, eliminates worms. Harmless to humans. Fits inside cover. One can lasts all season. $1.00 ppd. Can-I-San Co., 3726 W. Pierce St., Milwaukee 15, Wis.

Before you buy— build or remodel

Get a copy of the Fall and Winter issue of House Beautiful's BUILDING MANUAL. It shows you how to save time and money.

On sale at newsstands September 16. Only $1 a copy.

HOW TO ESCAPE COOKING THREE MEALS A DAY

CONTINUED FROM PRECEDING PAGE

of the cooking of some other meal, or get them by opening a can, or by making the work of one preparation serve the fabrication of 8 or 10 recipes, you can manage the preparation of great recipes with no more trouble than ordinary recipes.

Take the case of puff paste, lightest and most flaky, most epicurean of all pastries, and one of the most versatile because it can be used for such a variety of desserts and hors d'oeuvres, or as the most edible of "containers" for creamed and sauced meats, fish and poultry. Because it takes over an hour to make —what with four 20-minute waiting periods between four rollings and foldings—very few households ever have the joy of eating the dozens of delicious things that you can make with it.

But if you practice "chain cooking," you will multiply the usual cook-book recipe four times, using 8 cups of flour instead of 2; it will still take the same 80 minutes but you will have four times as much pastry for the same investment in time—four proud occasions instead of one. The puff paste for three of those meals is a kind of bonus. You get them virtually time-free, since you can be working with one batch while the other chills.

And the freezing process is made to order for pastry. It makes everyday pastry more tender, more flaky, and lifts puff paste to towering heights.

BETSY CHURCH learned to make puff pastry at the Cordon Bleu in Paris, but she has adapted the classic method to chain cooking and her freezer. She keeps it on hand at all times for tart shells, patty shells, Napoleons, *vol-au-vents*, cheese straws and coverings for casseroles.

Because she has learned that the amount of puff paste made from 2 pounds (that is 8 cups) of flour will last her family about a month, she makes up this amount at one time, but does it in two batches, working on one while the other chills. We give her recipe for one batch.

She uses the classic proportions: equal quantities by weight of flour and butter—4 cups sifted bread flour, 1 pound butter—enough ice water to make a workable paste—about 1¾ cups.

First you wash the butter in a bowl of ice water. The two batches of butter may be washe same time. This washing important because it make ter elastic, but butter mus allowed to become warm You can knead it with a your fingers.

Place butter in the ref while you make up the pas

Add to sifted bread flou bowl a little ice water at using just enough to mak that can be rolled. Knead enough to make it smooth tic to the touch. About th utes should do it. Roll pas a square about a foot wid

Place 1 pound of the chilled butter in the center it down until it is about thick, then bring the four toward the center so that t is completely covered; the to roll carefully and lightly incorporate the butter wit ting it break through the dough. Turn over and fol same way, bringing corner ter. Place pastry in the ref for 20 minutes, then repeat ing and folding process. D times. The French chef c rolling and folding a "tur in case you should be re the classic cookbooks, 10 after the final turn, the ready to be rolled and baked.

Mrs. Church rolls he about ⅛ inch thick, cut sections of the size she th be most useful, stacks th thin layers between waxe using two sheets of paper each layer. Finally she w precious bundle in heavy- minum foil and puts it freezer.

AS FOR the baking, ther most as many conflicti as for the mixing of puff p according to the consensus ion it is best to place the pastry in a very hot oven and reduce the heat 50°F minutes down to 350° makes about 20 minutes i

You can bake puff p 500°F. throughout . . . th take only 15 minutes. But find it necessary to cover t after the first 10 minutes w weight aluminum foil to from getting too brown Eight cups of flour mak shells or casserole co about 36 tart shells.

CHAIN-COOKING RECIPES FROM POPPY CANNON

CONTINUED FROM PAGE 121

pictured on page 120
example of the way in
may use the advantages
oking and the ready
present-day American
main dish is a classic
complete with carrots,
potatoes. The trim-
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have to go or write to
get Greek olives, the
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sins. Or again, you
stitute black olives,
n chilis or even pickles
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s . . . specialty foods
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rk, Chicago, and San
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can Coq au Vin

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ve been necessary to
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uts down on work and
assures tenderness and flavor.

All of these recipes call for browning the chicken a few pieces at a time, either in chicken fat or butter. Browning should not be done too fast . . . 10 minutes on each side is about right. But why not speed things up enormously by presiding for those minutes over a three-ring operation—use three pans—have 4 or 5 pieces in each—maybe a few more if the pans are large. This operation will take 40 to 60 minutes, depending on the size of your pans.

Because you will be freezing this production (or some of it) do not add seasonings . . . not even salt and pepper. For salt has a tendency to draw out the flavor and juice; pepper and herbs sometimes turn bitter.

Neither do we add the vegetables, which are likely to become soft and soggy . . . nor the liquids, because, first of all, liquids take up too much room and, what's more, they limit you. When the chicken is put up plain, you can use it not merely in these three recipes, but in a couple of dozen ways.

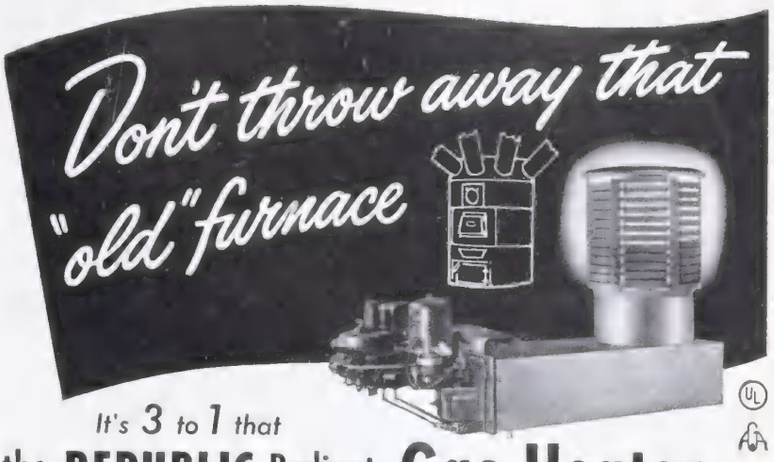
Rinse frying pans with hot water between each batch, taking up all the bits of richness in the pan. Place each chicken and its browning gravy in a freezer container or bowls lined with foil. That's Link 1—the same for all three dishes. And you've done the main work for three dishes in about the same time it takes for one dish.

Link 2 transforms one container of chicken into *Coq au Vin*.

Thaw by placing container in hot water in a covered kettle. When thawed, place chicken in heavy pot or casserole, preferably one that can come to the table. Add 1 bottle (a fifth) of dry white table wine, 1 can Swanson's chicken broth, 1 teaspoon marjoram, and salt and pepper to taste. Cook covered in the oven or on a low fire on top of the stove until chicken is truly tender. Drain tins of silver-skinned onions, whole Belgian carrots or carrots cut in large chunks, and small new potatoes. Brown vegetables in chicken fat or butter. Add to the chicken. Heat thoroughly.

Of course, you may use fresh vegetables instead of canned—about 2 cups of each. Simply brown the raw vegetables in butter or margarine and add to the chicken about ½ hour before the chicken

(*Please turn the page*)



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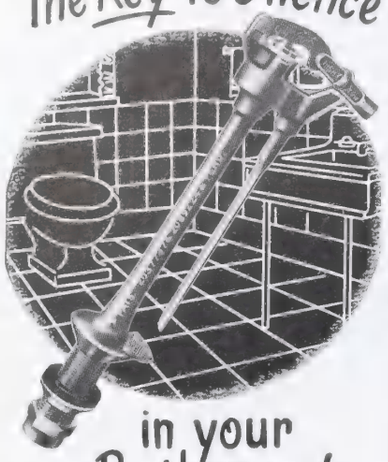
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CHAIN-COOKING RECIPES FROM POPPY CANNON

CONTINUED FROM PRECEDING PAGE

is tender. This recipe for 1 chicken makes 6 servings.

In order to make Burgundian Chicken, you proceed in much the same way, with that second container of chicken, but use Burgundy or any good red table wine instead of white wine, and no vegetables—only 1 cup fresh sautéed or canned whole mushrooms. Sprinkle with 2 tablespoons chopped parsley just before serving.

Another day you can prepare Chicken Marengo! To the browned frozen chicken—thawed as above—add 1 large onion which has been finely chopped and browned in 3 tablespoons olive oil with 1 finely crushed clove of garlic. Cover chicken with 1 cup dry white wine and 1 cup tomato juice—or use 2 cups tomato juice. No other vegetables are added. Serve with saffron rice.

Your Own Pâtés

In thousands of homes, restaurants, and inns all over France, life would be unthinkable without the ubiquitous terrine of pâté. Each family, each home, each cook, treasures a special combination, and the pâté varies from season to season, from house to house, depending upon the kind of meats, poultry and game which happen to be available. An enormous amount of grinding and pressing, sieving and seasoning, stewing and baking, have always gone into the preparation of pâtés. But today we have a variety of the most excellent pâté beginnings put up by Sell: the well-known liver pâté, minced chicken pâté, and deviled ham pâté. Since all are ready cooked, further baking is unnecessary.

They are good and well flavored just as they come in tins. But you'll be much more delighted with them when you have added the stamp of your own individuality. Actually, it takes only a few minutes to make up any one of these Modern Epicure pâtés, once you have got around to it and gathered together the ingredients—maybe 10 minutes. But in twice the time—20 minutes—you could fill six pint-size containers with pâtés—all different, all distinctive. Here's interesting fare ready for maybe a dozen different groups of guests, expected or unexpected.

Sometimes you will merely set the pâté in a small crock on a tray, ring it 'round with Ritz crackers, packaged Melba toast, rye or pumpernickel bread from a tin that's waiting on the shelf, or use bread sticks, or croutes of French bread cut from crusty rolls.

When you can spare a minute or two, you'll adorn your pâté with chopped herbs, or nuts, or eggs, chopped pickle or fine bread crumbs. Another time you'll dress it up with an aspic made instantaneously from canned consommé and flavored with lemon juice or wine, brandy or champagne.

For those who stay to dinner you may cut your pâté into small wedges, set upon a crisp romaine leaf and ring with olives and celery. A delightful antipasto!

Make the wedges more generous, the garnishment more substantial and the pâté becomes a Gallic entrée for lunch or supper.

Another day the terrine might be passed around the table to be eaten along with the salad or a salad-soup, like our Andalusian *Gazpacho.* (Recipe on page 215).

That's not all. At the same session in the kitchen you could take 12 minutes to make up 12 rounds of pastry—four to be used for cocktail or luncheon turnovers, eight to be put away for the future.

A dozen tins of pâté . . . "assorted flavors"—liver, minced chicken and deviled ham pâté . . . seven packages of piecrust mix, 2½ pounds butter . . . a few dibs and dabs of this and that . . . and in an hour you're set for the Social Season!

Here's an agenda for such a session complete with the individual recipes which mesh together.

(All pâtés should be made up several hours before being served in order to give the flavors an opportunity to blend. They can be kept for several weeks in the refrigerator, for months in the freezer.)

Amounts given here will make 2 cups pâté. Count on 1 tablespoonful of the rich spread as one serving. That makes 32 cocktail bouchées—10 or 12 lunch servings.

Brandied Liver Pâté

Combine 2 tins Sell's liver pâté with 8 ounces (½ lb.) butter. Add 2 tablespoons fine old brandy or cognac. Gently brown in 1 tablespoon butter a 6-ounce tin chopped mushrooms which have been well drained. Add the liver pâté to the butter and mushrooms. Place in one or two foil-lined containers or crocks or terrines, which can be stored safely in the refrigerator or freezer until you are ready to serve the pâté.

Pâté de Jambon Di

Use Sell's deviled han stead of liver pâté. In plac rooms use 1 tablespoon Crosse & Blackwell must chow pickle. Omit bran

Pâté of Chicken with

Use Sell's minced chick stead of liver pâté. Add 4 t canned, diced, buttered (Blue Diamond), 1 sherry.

Ham Pâté Piqua

Use ham pâté with rooms and brandy as for At serving time cover t the pâté with a thin laye drained India relish sliced gherkins. Serve w or potato chips.

Chicken and Liver

Use 1 can liver pâté, 1 c pâté, ½ pound butter, 2 t brandy or sherry, white wine or champagne, or 1 lemon juice, ½ teaspoon tarragon.

Pâté Maison Antil

This one uses only hal ter called for above—¼ two tins of chicken pâté

Blend ¼ pound butt tins minced chicken pât with 2 tablespoons Ja Martinique rum, 1 clove through the press, 2 Jamaican pickapeppa Heublein's A-1 sauce or sauce), 3 or 4 drops Tab and ½ teaspoon salt.

Freeze in two contain

At serving time place or two small shallow t bowls suitable for servi with a ruby-colored aspi adding ¼ cup claret. 1 unflavored gelatin to 1 Rose Consommé Madril 3 or 4 minutes in the fre partment. Cover chilled aspic and chill in freeze utes or place in refrige aspic is set. Sprinkle chopped herbs. Guests their own pâté, placing it along with a touch of on crisp crackers or toa

Haitian Pâtés de P

Diplomats who tested New York cocktail part said they thought they mu attending a reception in dential Palace in Port

PESSIMISM CAN BE A FASHION

CONTINUED FROM PAGE 93

kirt and the "tulip look." oment it is fashionable for our intellectuals to be- low tide in the human it if they drown in the vaters, it is largely their

han ever before, I think, ecide our mood and save It depends on how one he question posed by Mr. Do you prefer "the ice acceptance of life or eval attitude of renunci- f you think there is no ou may be choosing the any case, you might con- e life-long opinion of child of the Renaissance, Berenson, as recorded in *r and Reflection* (Simon ster).

swer, in itself, influences tion of America toward new Renaissance or Dark Ages. At the risk of sentimental, callow, ridiculous, and profes- ptimistic, let me say that the inclination that the ice is here, once we re- in our midst. It has all ce and vulgarity, the ter- promise of the other ice. But it is no more ally ours than the cin- was inevitably a great riod.

it may be in the eye of der, but I have the im- hat increasingly even our ated intellectuals are omeward—no longer as ut as fellow humans— a re-birth. Witness and the Intellectuals," sium published by *Par- iew*. Here and there in it, like crocuses in the spring, there is a bright note. One of the brightest and clearest comes from Louise Bogan (also from David Riesman and a very few others):

"The industrial arts today," she writes, "textiles, furniture, packaging, clothes, announce the beginning of a new and livelier period in the arts as a whole, in the same way that book illustration and the poster announced new life in the late Nineteenth Century . . .

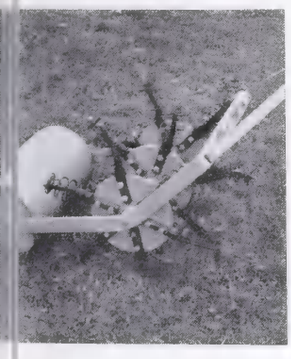
"The American people are rapidly leaving behind them a set of outworn mores. The bohemianization of the outlands has begun. All this points to a time when our present mannerist art and literature will become obsolete in a natural renewal of romantic idealism. For it is only in periods of idealism that order and integrity come back to thought: that the life of a people is washed over with emotional and spiritual release; that the restrictions of either/or thinking disappear: that a *time of abundance is at hand*." (Italics mine.)

IT WAS Gertrude Stein who named the post-World War I generation "the lost generation." The post-World War II generation she called "the sad young men." I remember, after one session with a particularly sad young man, how her voice rang out in parting, "Cheer up!" she told him. "Don't forget, you are an American!" And now, whenever I feel overwhelmed by the sad, young men, I turn either to the younger generation of my parents or to Miss Stein's *Brewsie and Willie* (Random House).

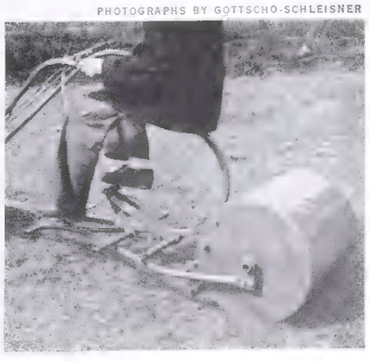
Why not cheer up?

WORK-SAVERS FOR GARDENERS

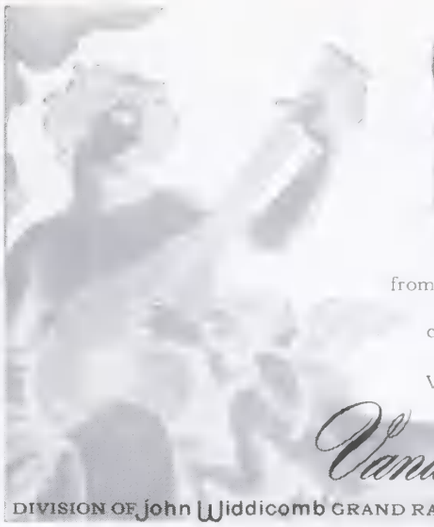
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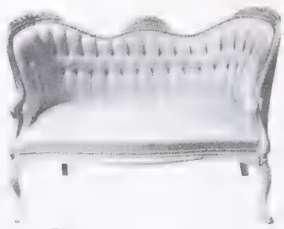


ich have been compacted with me the soil-loosening action ier's" tricky spoons. West ducts Corp., West Point, Pa.



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AN OPEN LETTER TO HUSBANDS

CONTINUED FROM PAGE 187

ony and repetitiousness of housework and to free themselves for the more creative and challenging things in the home. (A good book could and should be written on this alone. Women no longer try to kid themselves into liking dishwashing or bed-making, but have set themselves to reorganizing the whole dreary business.)

They are using machines that few men can handle. (There is one woman who uses a blowtorch to singe the feathers of a chicken.) They are becoming expert in preventive lubrication and preventive maintenance, and know it in these terms. They are learning how to reduce fatigue by improving the lighting of their work-areas and by conditioning the air. Some have become strangely knowledgeable about noises and how to eliminate or reduce them. Take a look, some time, at what they are reading and you'll be surprised by its technical information. If you've built or are planning to build a house, you know how completely your wife has studied orientation, traffic plans, structural materials that are easily maintained, radiant heating with zone controls, and the like.

WOMEN are not laying so many terraces as they are constantly being shown as laying, but many of them have learned how to supervise the job and judge when it is well done. They've learned how to inspect the house for cracks and openings around the windows, for disintegration of mortar joints, for signs of leaks and drips and termite tunnels. And, let's face it, they can paint circles around us with a brush or a roller.

They are in the house when things happen to it, and they direct the carpenter or the plumber in his repairs. They know how to bleed a boiler or fill it with water, because you are away. The most orderly workroom I've seen belonged to a housewife who became disgusted with the difficulty of getting a workman when she wanted one and so set up her own repair shop. Wives purchase food with the acumen of a stockbroker familiar with drought conditions in Texas. They study new products the way you study next year's automobile. No, by Jove, they study them better; they are less taken in by superficial design; they ask for practical results and real differences. They scour the industrial market for detergents and disposables not yet available at the grocer.

I could go on and on about their systems of communication, inside and out, their indexes and records, their speculative as well as contract purchasing, their planning and preparation of meals days and sometimes weeks ahead, but now, I'm afraid, I'm giving the impression that women are becoming so efficient they have ceased to be human.

Actually women are the most human beings on the face of the earth. They present us with a well-run house, but rarely offer the vision of an overworked housewife. That's the finest test of efficiency I know.

Let's be happy about it: Our wives are way beyond our mothers and grandmothers in running a house. They do more than they did and they do it better. Read Evelyn Ardis Whitman's book, *I'm Tired of Grandma*, and you'll see why she is right. She talks about Grandma's housekeeping and compares it with woman's today. All the labor-saving devices and techniques used by women today, she proves, are not primarily "to decrease labor, but only to increase standards." We never had it so good.

Grandma's men did not change their shirts daily or take a daily bath. Most of the living was in the kitchen with the parlor kept in moth balls. Grandma's family didn't ask for Vichysoisse or cream-puffs, vitamins, balanced diets, and baby formulas. Grandma went to church with Grandpa, but "she didn't have to *play* with Grandpa," Mrs. Whitman reminds us. "Modern women do. We ski and skate, play golf and tennis, shoot and dance and swim and fish."

We men want the companionship of our wives. We want them to be as athletic, as informed, as intelligent (!), and rested [illegible]. That means at least tw[illegible]. First, they have to get h[illegible] done so that, second, the[illegible] out of the house. They a[illegible] ing to be as informed a[illegible] telligent unless they do [illegible] besides keeping house. T[illegible] it. It's time we knew it t[illegible]

HOUSEWORK is a migh[illegible] and deadening propos[illegible] peat it day after day after[illegible] day and it becomes as m[illegible] as this sentence. Even with[illegible] our own dear little child[illegible] ly you've noticed that a [illegible] talking on their level [illegible] is rather unstimulating.[illegible] blame women for arran[illegible] off from the house, or [illegible] family? Can we do any[illegible] cheer their efforts to ha[illegible] time off, as we have, so[illegible] count on it? They too [illegible] contacts with interestin[illegible] and lively events. And [illegible] them to have the same, fo[illegible] sake, because they are [illegible] companions.

So, this new domestic [illegible] is ours as well as theirs[illegible] duces nothing more t[illegible] than tranquillity in the[illegible] there is a dilemma of mo[illegible] an today, then it is not[illegible] or less than the dilemm[illegible] ern man, and together we[illegible] work it out. Let freedom[illegible] or out of the kitchen. I[illegible] who prefer cooking to[illegible] else cook. Let women w[illegible] cook and write cook and[illegible] each and everyone do ea[illegible] erything he or she wa[illegible] than all satisfies no man,[illegible] Blake has said. Then w[illegible] it satisfy woman?

Some women want e[illegible] Lucky husbands! Pity[illegible] husband whose wife wan[illegible]





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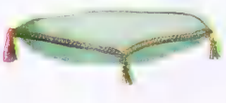


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DAFFODILS—THE MOST WORK-FREE FLOWERS

CONTINUED FROM PAGE 148

nation of discovering for the flower hidden at the r of the bulb. Unless you ully good magnifying lens tter plant the bulb in a et it start to grow for a to make it easier to see lower when you slice the alf.

bulbs are packaged agic. But don't leave ev- to chance. Insist upon se" bulbs. These are real- lbs, measuring in total size of two clenched is a sizable bulb. but her. Sometimes you can "triple-nose" bulbs. but rarities to be cherished. offers usually are made s split apart, acciden- intentionally, into the its possible. They aren't hering with. It's better insist upon big bulbs, means you can afford s many. Big bulbs give bloom every year. There's 3-year wait for them to ride.

you know only the yel- ls. Then you are in for rise. Now there are pure, es, several wonderful the chartreuse range, glowing pinks that are thing anybody ever ex- see in daffodils. Last ew some of the new oduced varieties, includ- double-flowering kinds the newest roses for f form and color. None quired the least bit of seemed as hardy as the "King Alfreds."

get confused when peo- o jonquils and narcis- hey seem to be talking t you call daffodils? narcissus is the scien- tific name for all three types. Most people limit daffodils to those narcissus which have only one flower on a stem, and call the multi-flower kinds jonquils. Sometimes people throw in a classification based on how long the trumpet is on the flowers. But new kinds being created now make these arbitrary classifications obsolete. Better look through the whole section in the catalog if you don't find the varieties you want listed where you expect them to be.

Should you buy "mixtures"? Not if you want the most stylish display. There is too much variation in flowering time, growth habit, etc. to make an impressive showing from job lots thrown together to make a mixture sell profitably at a catchy sales price. If you desire a range of types right from the first year, buy only named varieties instead of "mixtures." Buy a few bulbs of each variety, if necessary, but keep them separated in your planting. Daffodils multiply so fast that you soon have a sizable stock of each variety.

74 Additional Work-free Flowers

Here is a list of flowering plants which, like daffodils, bloom year after year with almost no attention from you. Just plant in well prepared soil, water to ease the shock of moving, and these hardy specimens will reward you with trouble-free garden color from season to season.

Perennials

Spring: Peony, oriental poppy, bleeding heart, ajuga, hardy alyssum, arabis, moss pink, candytuft, lily of the valley, Virginia bluebell, spiderwort, blue phlox, myrtle.

Midsummer: Daylily, gaillardia, coreopsis, hosta, coral bell, regal and madonna lily, goldenrod (cultivated varieties), liatris, evening primrose, Chinese balloon flower, babysbreath, rudbeckia, plume poppy, meadowrue, beebalm, purple loose-strife, snakeroot, feverfew pyrethrum, yarrow, sneezewort, perennial sweet pea, Spanish bayonet, tunic flower, woolly lamb's ears, hollyhock, butterfly weed.

Fall: Hardy asters, Japanese anemones, stonecrop, boltonia.

Flowering Shrubs

Spring: Rhododendron, mountain laurel, viburnums, star magnolia, forsythia, flowering quince, mock orange, honeysuckle, kerria, blueberry.

Midsummer: Devil's walking stick, bottlebrush buckeye, hypericum, rose of sharon.

Winter: Chinese and vernal witch hazel.

Flowering Trees

Spring: Flowering dogwood, yellowwood, redbud, Cornelian cherry, red and Norway maples.

Summer: Golden rain tree, ailanthus.

Flowering Vines

Spring: Wisteria, climbing hydrangea.

Midsummer: Trumpet creeper.

Late Summer: Sweet autumn clematis, silver fleece vine.

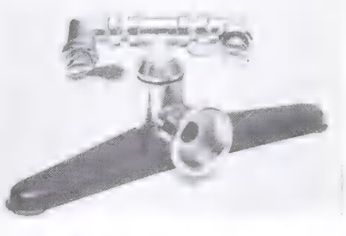
For 29 other ways to save work in the garden, please see pages 134-137.

WORK-SAVERS FOR GARDENERS

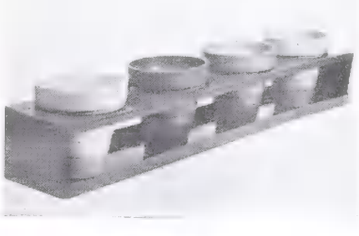
PHOTOGRAPHS BY SOTTSCHO-SCHLEISNER



" combines chemicals that structure and feed the it after you work up the -Cole, Inc., Rockford, Ill.



"Powershow'r" is a handy little sprinkler that puts out a big volume of water but without a washing effect. Ruggedly built. Elkay Mfg. Co., Los Angeles.



Here's a neat way to keep pot plants from tipping over. Metal tray catches overflow of water. Priest & Plumb Metal Products, Grand Rapids, Mich.



How to be a handyman

83 photographs and drawings like this show you how to be your own handyman—how to save those big repair bills.

You can learn how to use the basic handyman's tools from the helpful article in the Fall and Winter issue of House Beautiful's

BUILDING MANUAL

+

35 new houses and plans for families with moderate incomes

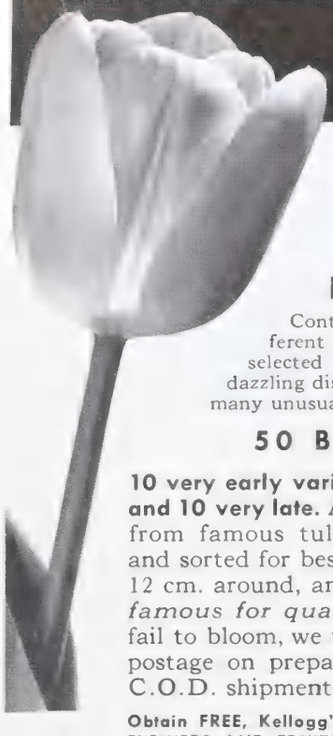
+

a special 18-page section on how you can save money when you build or remodel.

These are only a few of the many practical how-to articles you'll find in the Fall & Winter issue of House Beautiful's BUILDING MANUAL.

Watch for it on your newsstand. On sale September 16. Only $1 a copy. Or send $1 direct to Dept. HB 9-53L House Beautiful's BUILDING MANUAL, 572 Madison Avenue, New York 22, N.Y.

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This Garden Room is 20' by 25'

Could you use a roofless room like this?

You don't have to be a gardener to design and plant it. The flowers can be roses or whatever you choose, the trees and shrubs whatever grows best in your area

GARDEN DESIGNED BY DON ROEHRS FOR 1953 NEW YORK FLOWER SHOW



You'll need a good floor—here crushed limestone. You could use ¾" crushed bluestone or washed pea gravel at similar low cost. Eventually you'll want a hard-surface paving, but don't let its expense delay such a room.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



You'll need privacy, of course, and real definition to your room. Here both are achieved quickly by combining bushy big evergreens of the least expensive types with "Corrulux" fencing, a tough, new plastic that never needs painting, presents no upkeep problems.

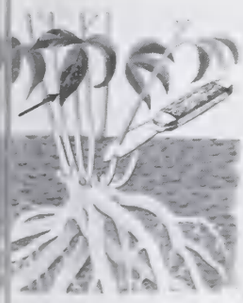
TIMELY TIPS FOR GARDENERS



Tuberous begonias will bloom through the winter if you move young potted plants indoors before frost, suspend 60-watt incandescent bulbs 4′ above them, turn on light daily between 4 and 9 p.m.

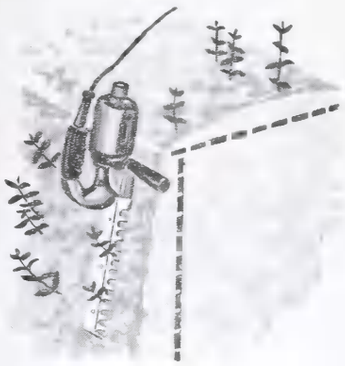


iolus foliage often yellows be- frost comes. Cut tops to 4″, n soil on both sides of row with and then lift corn clusters in- When dry, break young cormels corms apart: discard old mother . Dust with DDT before storing.

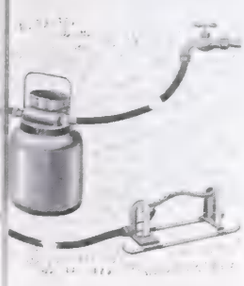


Botrytis will be less apt to blacken your peonies next spring if you remove and burn all foliage now. Make cuts below soil surface. It pays to extend this autumn cleanup to other parts of the garden, too.

es lush with summer growth d be sheared back into shape he tops rounded off for win- Snow will then slide off be- it becomes heavy enough to k the branches.



SKETCHES BY JOHN BRIMER



Established lawns need pepping up with quick-dissolving plant food. Use one of the new suction-type mixers and a sprinkler to do a fast, efficient job. Thin lawns benefit more from this than from added grass seed.

no other way of raking leaves or grass clippings is easier, faster than with a fold-away

Homko lawn sweeper



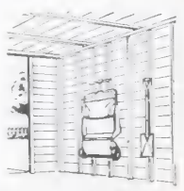
. . . does the job of 6 rakes



When the big 6 bushel basket is full, wheel to disposal point and just tip to empty.



Picks up leaves, grass clippings, weed seed, stones, twigs, acorns, in one operation.



No storage problem. Hangs compactly on any wall. Folds flat to 12″ deep.

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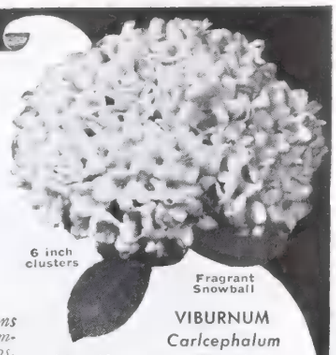
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WILL YOUR TULIPS LOOK LIKE THIS?



. . . yes, if you do this ↓



Plant bulbs only in loose, crumbly soil or they will waste strength in trying to force their way up to the surface. Avoid soils that flood, crust over, or crack.



PHOTOGRAPHED AT HOUSE BEAUTIFUL'S 1953 PACE SETTER BY GOTTSCHO-SCHLEISNER

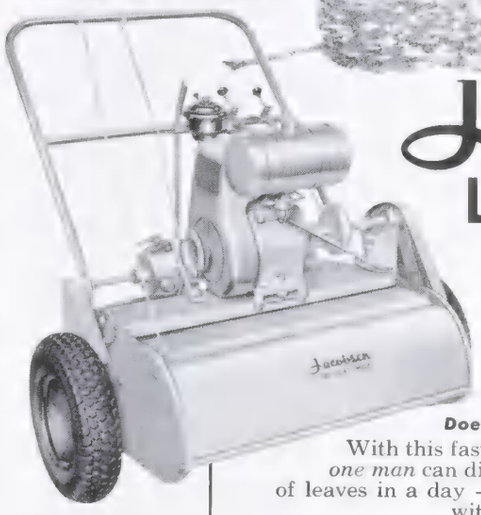
eople enjoy a glorious tulip display like this
after year. Other equally good gardeners suffer
pointment after another—even though they buy
Holland bulbs. Poor soil is the culprit. Bulbs
n bad soils—those that crust and cake after
e up too much energy pushing their flower stalk
gh the tough soil. Then there just isn't enough
eft in the tired bulb to put forth fat, full flowers
stems. Condition the soil chemically (March
e 134) and it stays loose, your tulips push up
d you get a gorgeous display of healthy bloom.

proof, turn the page →

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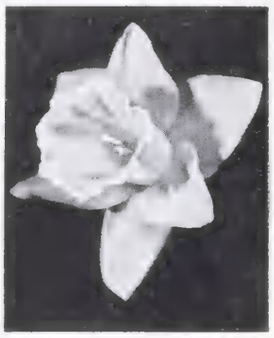
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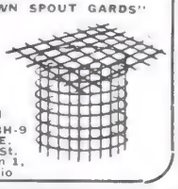
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Will your tulips look like this? *continued*

Soil must be properly conditi

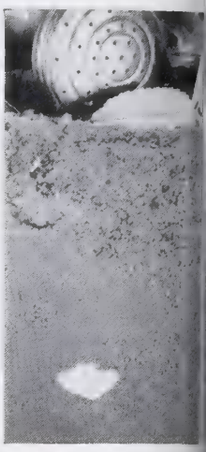
1. to stay loose and aerated .

PHOTOS BY MONSANTO RESEARCH LABORATORY



After watering

Physical operation of planting bulbs loosens soil temporarily (left), even if badly caked previously, but same soil chemically conditioned (center) has better physical texture right from day bulb is planted, and this looseness continues as an aid to better root growth.



Before watering

Physical breakdown o soil is apparent (left as soil is well wat then cakes and crack soil fills its porous s water, which dra quickly, leaving soil loose condition. Soil used here was dryform

2. to insure uniform flower



Buy quality bulbs, preferably in the top size. Confine each planting to a single size of bulb. Set all bulbs at exactly the same depth. Be sure no one part of planting gets more shade than another. Apply plant food uniformly.

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Place Mats, New York. Wov
and cellophane; woven straw,
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Stainless-steel flatware: Left
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Oneida, N. Y. "Rebacraft"
Modern knife, Reed & Barton
Mass. "Christiania" fork, Int
Silver Co., Meriden, Conn.
knife, R. Wallace & Sons
Wallingford, Conn. "Bavaria"
Johnson & Co., New York.
Plates: Left, stainless steel,
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edge Stede-Ware (metal
Stede, Inc., Northfield, Ill.,
liam Streeter, New York.
Melamine plastic dinnerwar
Ware" cup and saucer, Plast
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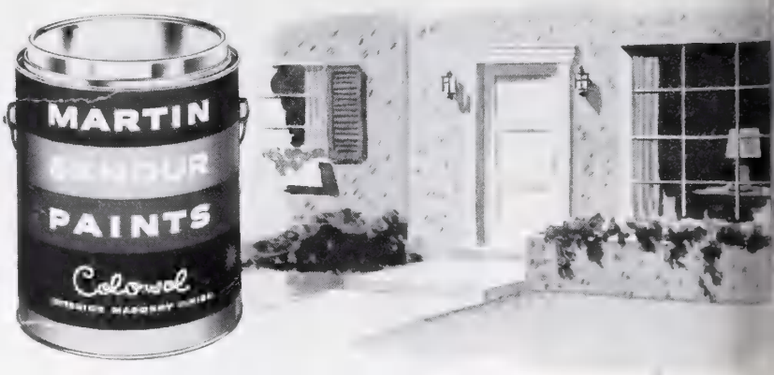
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Our cover keynotes the style news with a graceful merging of design influences in a setting designed by Michael Taylor of Taylor/Mihailoff. For more about this merging of style, see pages 186 through 189. The furnishings of this room are described on page 318.

House Beautiful

VOL. 95 NO. 10

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

OCTOBER 1953

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Houston, Texas	Sunland Furniture Co.
Idaho Falls, Idaho	A. M. Smith Furniture Co.
Indianapolis, Ind.	L. S. Ayres & Co.
Jackson, Miss.	Batte Furniture Co.
Jacksonville, Fla.	Cohen Bros.
Jacobus, Pa.	N. J. Leader
Jamestown, N. Y.	Lawson's Wayside
Johnstown, Pa.	Penn Traffic Co.
Joliet, Ill.	Fitzgerald Furniture Co.
Kansas City, Mo.	Cousins, Inc.
Kansas City, Mo.	Davidson Furniture Co.
Knoxville, Tenn.	Fowler Bros.
Lancaster, Pa.	Marshall E. Smith Co.
La Salle, Ill.	Hummer Furniture Co.
Lima, Ohio	Johnson's Furniture & Gifts
Lincoln, Nebr.	Hardy Furniture Co.
Long Beach, Calif.	Frank Bros.
Los Angeles, Calif.	Cannell & Chaffin
Los Angeles, Calif.	J. W. Robinson Co.
Louisville, Ky.	Hubbuch-in-Kentucky
Madison, Wis.	Frautschi's
Manhasset, L. I., N. Y.	Louis D. Schroeter
Memphis, Tenn.	E. C. Denaux, Inc.
Memphis, Tenn.	J. Goldsmith & Sons
Memphis, Tenn.	Kimbrough, Inc.
Miami, Fla.	Burdines
Miami, Fla.	Richard Plumer
Midland, Mich.	Sawkins Furniture Shop
Milford, Conn.	Wayside Furniture Shops
Milwaukee, Wis.	Klode Furniture Co.
Minneapolis, Minn.	Dayton Company
Minneapolis, Minn.	Levoy, Inc.
Mitchell, S. D.	Johnson's
Monroe, La.	Monroe Furniture Co.
Montgomery, Ala.	Frank Tennille Furniture Co.
Mt. Carmel, Ill.	The Cowling Co.
Muncie, Ind.	Fosdick's, Inc.
Nashville, Tenn.	Period Furniture Co.
Newark, N. J.	L. Bamberger & Co.
New Bedford, Mass.	Alpert's of New Bedford
New Haven, Conn.	Bullard's
New Orleans, La.	Hemenway
New Orleans, La.	Maison Blanche
New York City	Bloomingdale Bros.
New York City	Lord & Taylor
Norfolk, Va.	Willis-Wayside
North Hackensack, N. J.	Huffman & Boyle Co.
Oakland, Calif.	Breuner's
Oakland, Calif.	Jackson Furniture Co.
Oklahoma City, Okla.	James A. Cullimore & Co.
Omaha, Nebr.	Davidson Furniture Co.
Omaha, Nebr.	Ruge Associates, Inc.
Paducah, Ky.	George A. Weitzel, Interiors
Pasadena, Calif.	J. H. Biggar Furniture Co.
Pasadena, Calif.	Bullock's
Peoria, Ill.	J. R. Marshall & Sons
Peoria, Ill.	Underwoods' Furniture Galleries
Philadelphia, Pa.	Herman L. Ruben
Philadelphia, Pa.	Strawbridge & Clothier
Pittsburgh, Pa.	Kaufmann Department Stores
Pittsburgh, Pa.	Colonial Art Furniture Co.
Portland, Ore.	Paul Schatz Furniture Co.
Pottsville, Pa.	L. Hummel's Sons Co.
Providence, R. I.	Burke-Tarr Co.
Providence, R. I.	Joseph Marcus & Co.
Provo, Utah	Utah Valley Furniture Co.
Quincy, Ill.	Roy Bennett, Inc.
Racine, Wis.	Porter Furniture Co.
Reno, Nev.	Home Furniture Co.
Richmond, Va.	Miller & Rhoads
Rochester, N. Y.	Sibley, Lindsay & Curr
Sacramento, Calif.	Breuner's
Sacramento, Calif.	Jackson Furniture Co.
Saginaw, Mich.	Henry Feige & Son
St. Louis, Mo.	Stix, Baer & Fuller
St. Petersburg, Fla.	Maas Bros.
Salt Lake City, Utah	Z. C. M. I.
San Angelo, Texas	Shepperson Furniture Co.
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San Diego, Calif.	V. J. Lloyd, Inc.
San Francisco, Calif.	Robert M. Kasper
San Francisco, Calif.	W. & J. Sloane
San Jose, Calif.	Robert Kuykendall
San Mateo, Calif.	Layton
Santa Barbara, Calif.	Paulson Studios
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Scranton, Pa.	Stoehr & Fister
Seattle, Wash.	Frederick & Nelson
Sharon, Pa.	J. M. Willson & Sons
Shreveport, La.	Hemenway
Shreveport, La.	Friend-Piper Furniture Studio
Sioux Falls, S. D.	Johnson's, Inc.
South Bend, Ind.	Ries Furniture Co.
Spencer, Iowa	Twetten Furniture Co.
Spokane, Wash.	Barclay & Brown
Springfield, Mass.	Proctor-Carnig
Springfield, N. J.	Huffman & Boyle
Syracuse, N. Y.	E. W. Edwards & Son
Syracuse, N. Y.	I. Fleischman & Sons
Tallahassee, Fla.	Shaw's, Inc.
Tampa, Fla.	Tarr's, Inc.
Terryville, Conn.	Terryville Furniture Store
Toledo, Ohio	Treuhaft Bros.
Tulsa, Okla.	Cathey Furniture Co.
Uniontown, Pa.	Sidney's
Urbana, Ohio	Rock Shop
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Waterloo, Iowa	Davidsons
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Subtle color effects and a hand-loomed look distinguish this new nubbed cotton, shot through with black and metallic threads. Charcoal, tobacco, lacquer red, le turquoise. The studio throw (for beds up to 39 inches), 32.50 Bolster, 20.00 Pillow case, 12.50 Scallop-topped draperies, 72 inches, 32.50—90 inches, 37.50 (shown with our own Ottavia clips). Lord & Taylor, New York

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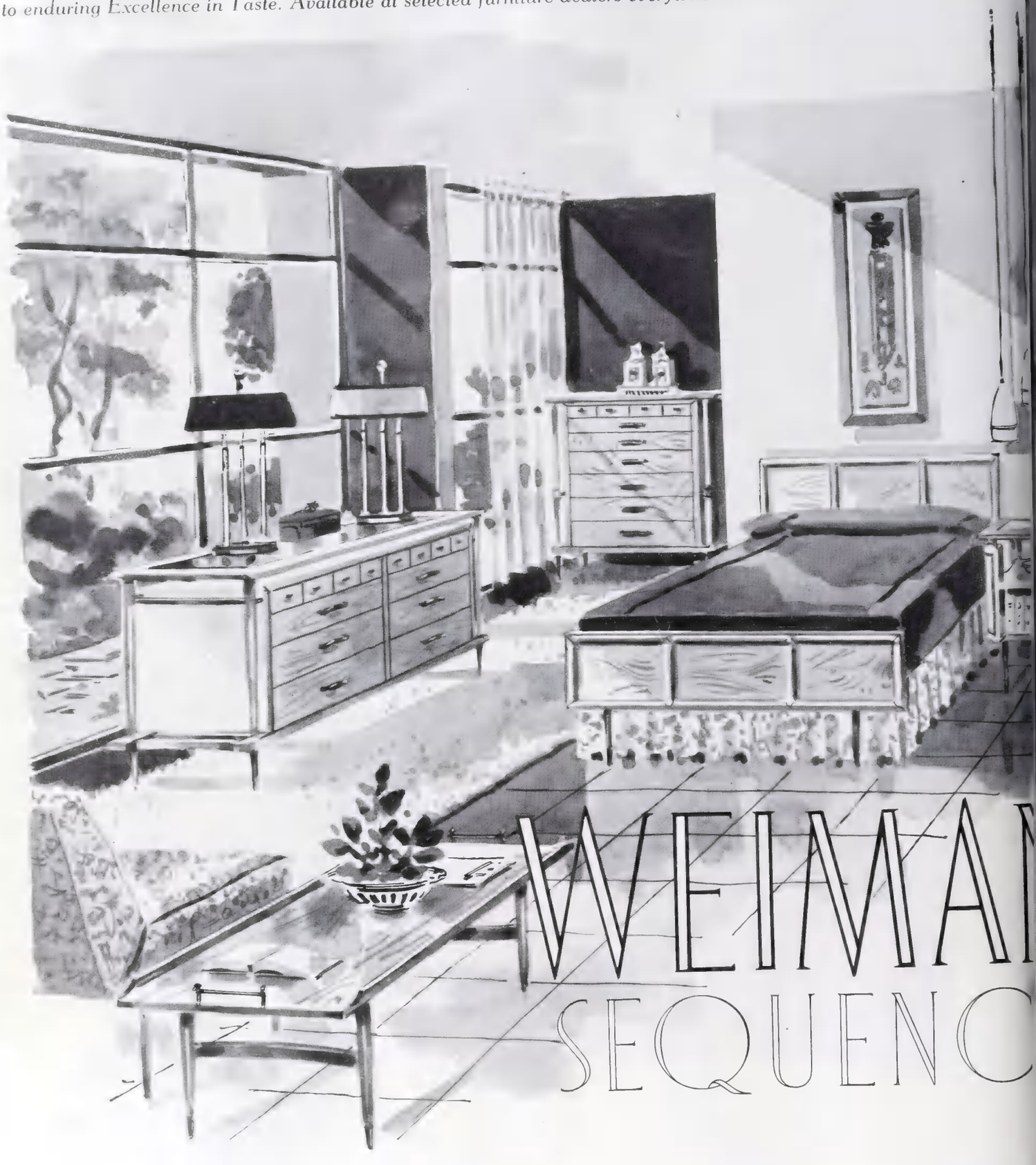
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What a Bed Time Story Sealy can tell with this sleek, new Button-Free triumph! . . . and the "plot" is so simple! No more rest-robbing mattress buttons! . . . no more dust-catching, comfort-snatching tufts! Instead . . . a top as *smooth* as a prize-winning custard, yet firm as a ballerina's legs! Choose "the world's most modern mattress," the superb new Sealy Button-Free . . . best way we know to "sleep like a baby"!



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Bathe in beauty for years to come!

Long after little "Miss America" has made her mark in the world, this bathroom will still be a place of beauty. That's because the beauty is *built in* with steel wall tile . . . water-safe steel wall tile that protects your walls and is as distinctively decorative as it is durable.

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The country's leading decorators call ROYAL TWEED "America's finest achievement in cotton carpeting". The nation's foremost museum of modern art selected ROYAL TWEED for the coveted Annual Good Design Exhibition . . . Modern young homemakers everywhere take ROYAL TWEED to heart . . . They appreciate the long, long wear and the easy, easy care . . . They call ROYAL TWEED the right-for-every-room carpet of today!

Made of world-famous BIBB yarn by the world's largest maker of fine cotton carpets . . . 11 magnificent color patterns . . . In seamless widths up to 12 feet.

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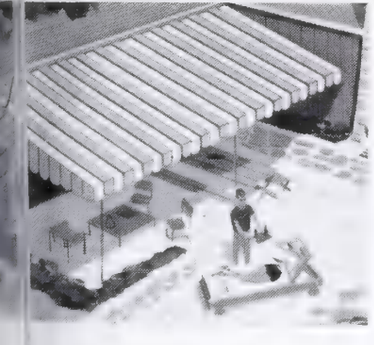
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RUSCO Self-Storing COMBINATION WINDOWS *give you patented Magicpanel® year'round rainproof, draft-free, filtered screen ventilation and many other exclusive comfort and protection features. Pay for themselves in fuel savings alone.*

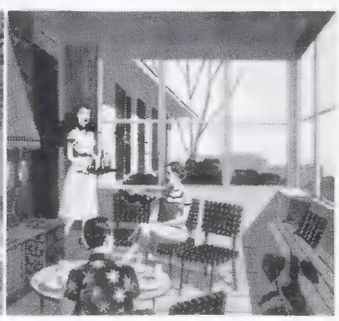
THE BEAUTIFUL, STURDY RUSCO Picture Window VENTILATING DOOR *lightens and brightens hallways and interiors. No changing—no storing. Just raise lower glass like you would a window for desired amount of ventilation.*



RUSCO Adjustable VENETIAN AWNINGS *permit you to regulate the exact amount of shade, light and ventilation desired with easy, inside fingertip control. Permanently installed—no seasonal changing or storing.*



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The Te Roller designed by Wallace Presto

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More comfort in your home no matter what its size

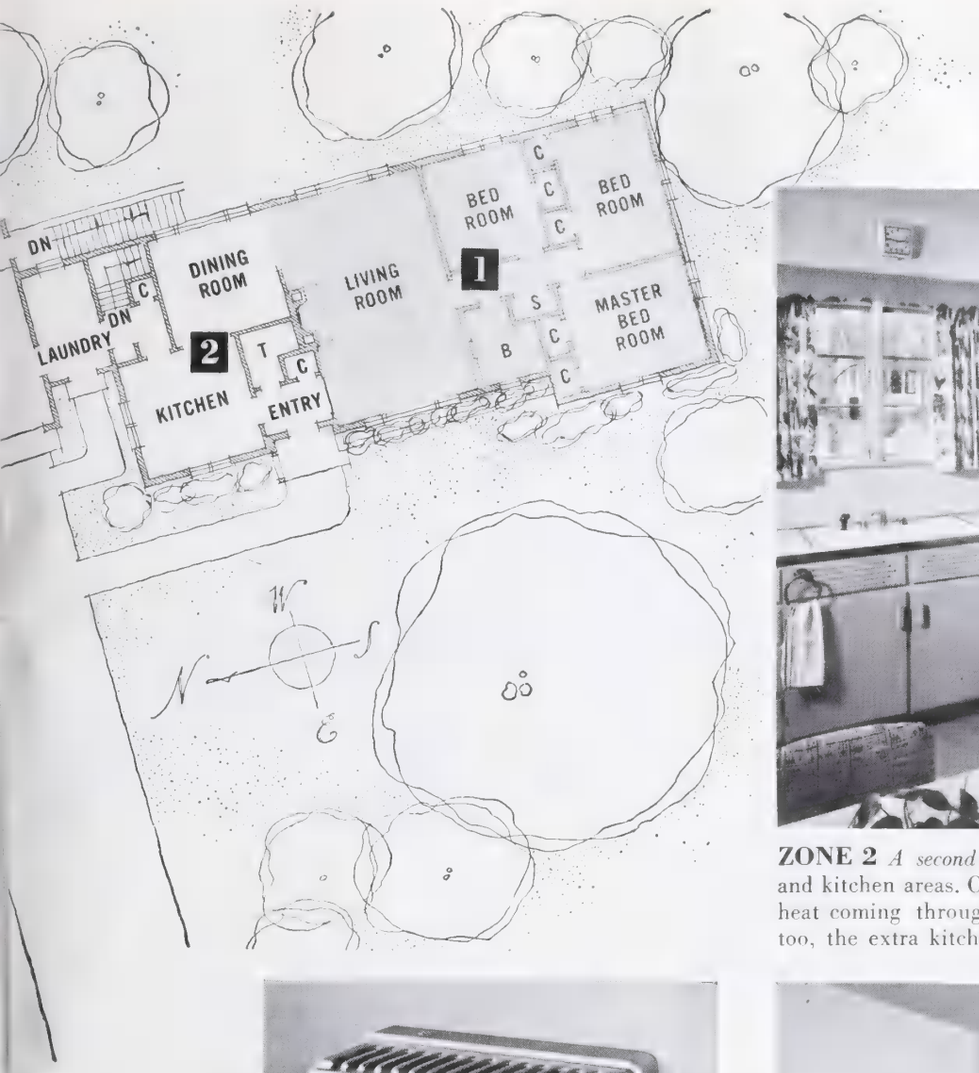
More than one thermostat is needed to solve today's heating problems

The modest-sized new ranch home of Mr. and Mrs. Donald Te Roller in St. Joseph, Michigan, is well designed to provide a growing family with the freedom of modern living. And with Honeywell Zone Control it's well-equipped to provide constant indoor comfort—no matter how changeable the winter weather. The Zone Control installation consists of two thermostat systems. One controls comfort in Zone 1—the living and bedroom areas. The second provides proper temperatures in Zone 2—the dining and service areas. The thermostats are so placed that they take care of all exposure and occupancy temperature problems. Why don't you ask your architect or heating or plumbing contractor about Honeywell Zone Control? When you have it installed you'll enjoy *better* comfort—no matter what the size of your home.



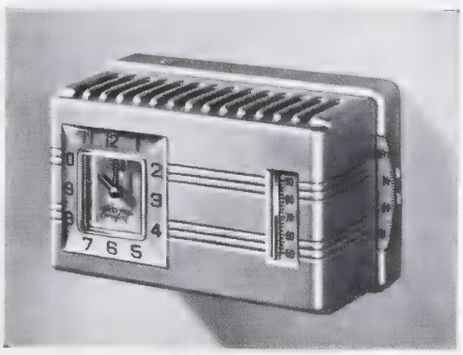
ZONE 1

The separate thermostat system for the living and sleeping area must meet exposure demands from both east and west windows. This it does handily, compensating for east sun in the morning, west sun in the afternoon. Honeywell Zone Control also compensates for extra heat from the fireplace.





ZONE 2 *A second thermostat* system controls comfort in the dining and kitchen areas. On sunny mornings it easily compensates for solar heat coming through the east windows. And it takes into account too, the extra kitchen heat generated when preparing meals.



HONEYWELL
CLOCK
THERMOSTAT

Owners say the Honeywell clock thermostat is wonderful because it urns down the heat—automatically—when you go to bed, and gives ou a nice cool room to sleep in; turns *up* the heat—automatically—hile you're still asleep, and your home is warm when you get up. aves you fuel, besides! The clock thermostat is ideal for use with one Control.

Only with Zone Control can you

. remove wintertime chill from rooms with large glass areas—*without erheating* the rest of your house.

. maintain special areas of your home (the kitchen and laundry are od examples) at low, fuel-saving temperatures when they're not use—*without underheating* living areas.

nd for our FREE booklet, "Enjoy a New Concept of Living Comfort in our Home." It tells why Zone Control is needed in homes with pic-are windows, fireplaces, rambler construction and other characteristics the modern home.



With Zone Control, bedrooms in the Te Roller home are never too hot. The thermostat in this area reacts to the early morning sun heat from the east and controls the flow of heat accordingly. And at night the same thermostat can be turned back for comfortable, healthful sleeping.

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☐ Please send me the name of a nearby heating dealer.

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MRS. LIVINGSTON BIDDLE II CHOOSES REED & BARTON'S "PILGRIM" STERLING SERVICE FOR ITS SIMPLICITY AND GREAT CHARM. FIVE PIECES, $350. TRAY (SILVER PLATE) $69.75.

Why I chose a Reed & Barton Tea Set BY MRS. LIVINGSTON BIDDLE

"Beautiful old houses are my pride and pleasure," writes Mrs. Biddle, accomplished hostess and amateur painter. "I love to fill my homes with family treasures, like the charming Reed & Barton sterling porringer that once belonged to my great-grandmother. Because I want my tea set to reflect the same timeless good taste, I chose Reed & Barton's 'Pilgrim' sterling service. Like all tea sets made by these great New England silvermasters, it's an *authentic design* and will never go out of style."

You can own a beautiful five-piece "Pilgrim" ste like Mrs. Biddle's for only $350. Other superb Re tea sets in sterling silver range in price up to $1850. silver plate range from $150 to $450. Kettles and tra separately. All prices include federal tax.

Your own silverware dealer will be glad to sho magnificent tea sets. Or write for free beautifull booklet to Reed & Barton, HB 5, Box 990, Taunton



REGENT TEA & COFFEE SET
5 pieces, $175 (silver plate)



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5 pieces, $385 (silver plate)



HAMPTON COURT TEA & COFFEE SET
5 pieces, $575 (sterling silver)



POINTED ANTIQUE TEA
5 pieces, $450 (sterl

THE CAREER GROUP

A new collection of enduring modern furniture for the living, dining and bedroom. Purposefully designed by Edward Wormley to accommodate taste-proud homemakers of limited means.



A.



C.



B.

A. Sofa, 78" long, reversible foam rubber mattress, No. 656. Coffee Table, 22" x 48", mahogany, "floating" top, black leather anklets, No. 628.

B. Beds, 54" wide each, cane-panelled backs, No. 680. Also in other standard sizes. Slipper Benches, biscuit-tufted foam rubber seats, zebrawood legs, No. 684.

C. Dining Table, 66" closed, 96" open (two leaves added), walnut, No. 673. Chairs, rubber-over-laminated wood seat and back panels, No. 695. Sideboard, walnut, Japanese fir panels, imported metal pulls, leather base, No. 670A. Superstructure, walnut, adjustable glass shelves, cupboard, silverware drawer, No. 672A.

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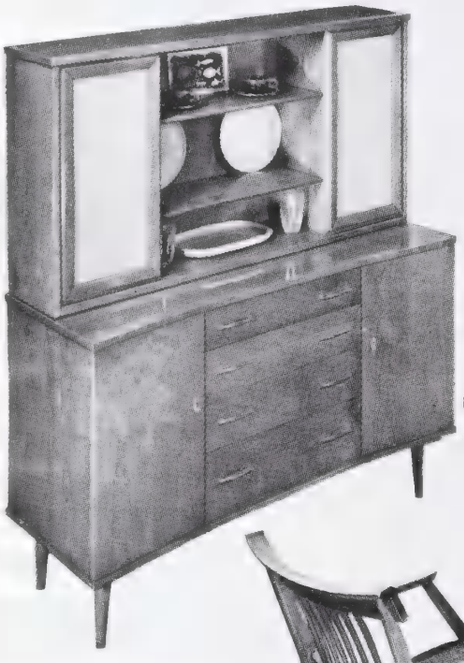
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IN NATIVE WILD CHERRY

A fresh and exciting new concept in furniture . . . designed especially for living today—relaxed, friendly, casual . . . superbly executed in beautiful Wild Cherry with a mellow sienna finish to harmonize with colorful contemporary interiors.

Fine stores everywhere are now showing modestly priced American Classic in an open stock selection of occasional tables and dining room pieces. You can identify them by the hang tag and Brandt seal.



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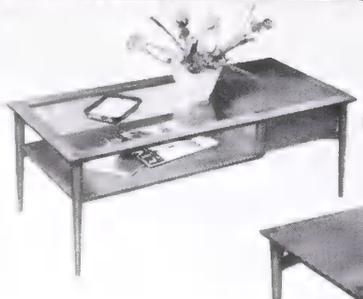
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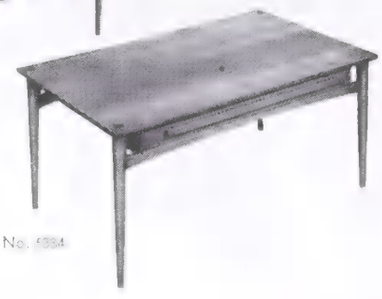
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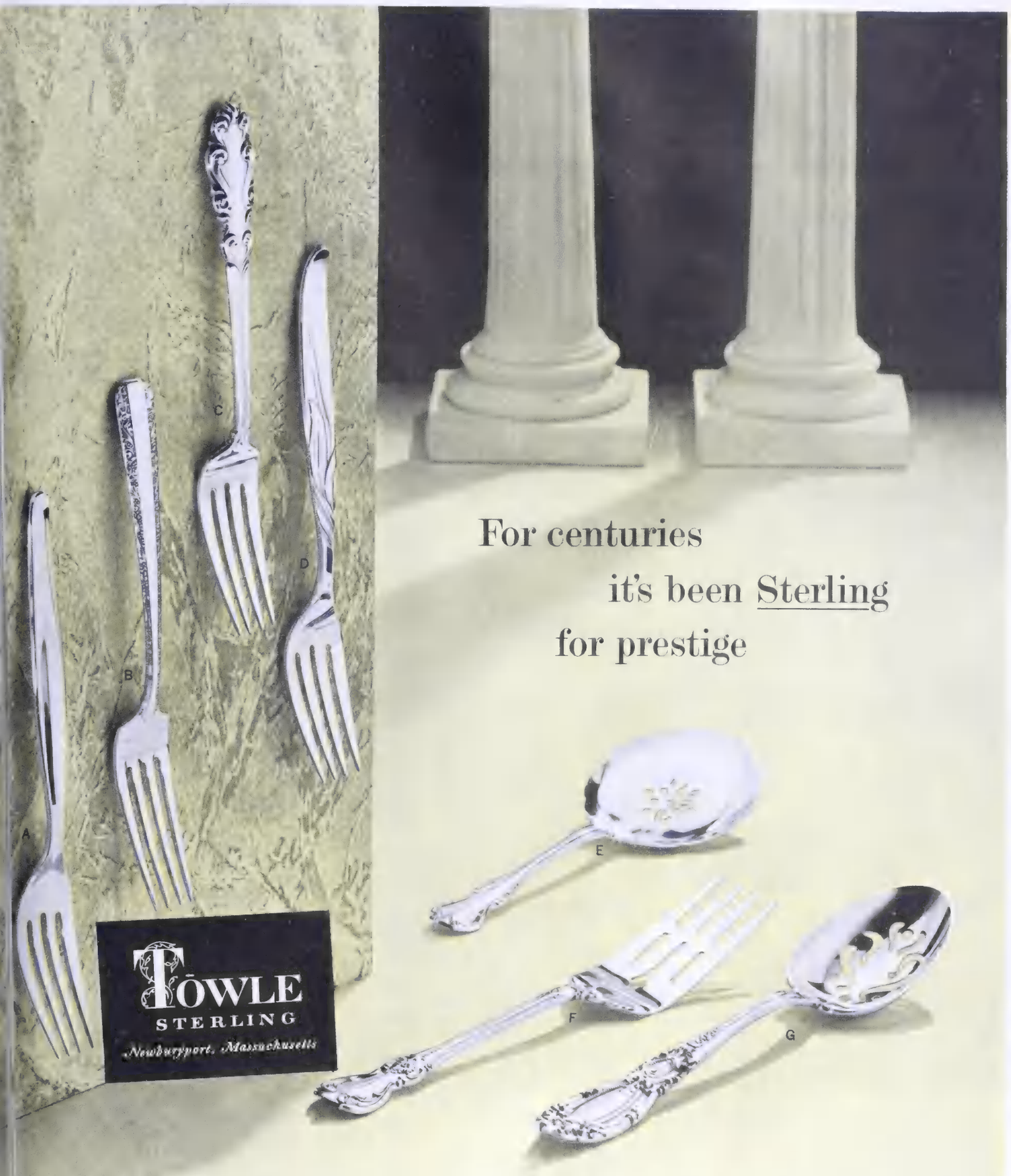
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FREE!— Four new brochures give valuable aid in planning room settings —yours for the asking! Indicate which ones you want: 1. American Classic; 2. Anniversary Pine; 3. Mahogany Occasional Tables; 4. Mahogany Dropleaf Dining Tables and Chairs.



No. 635/636 Buffet and China Top. About $285.*
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No. 5386 Cocktail Table. About $70.*
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*Slightly higher in some areas.

THE BRANDT CABINET WORKS, INC., 740 PENNSYLVANIA AVENUE, HAGERSTOWN, MARYLAND



. . . AND FOR GENERATIONS IT'S BEEN TOWLE FOR STERLING. The proud authority of fine tableware is embodied only in solid silver. Nothing else can capture its depth, its feel, its color. TOWLE craftsmen work *only* in solid silver, creating beauty that cannot be imitated, guided by traditions 263 years old. And TOWLE designers set the pace for today, making TOWLE Sterling as young as it is old, as practical as it is poetic. Prices are practical, too: six-piece place settings from $29.75, teaspoons from $3.70.

A — Contour B — Candlelight C — Esplanade D — Southwind E — French Provincial Flat Server F — Old Master Cold Meat Fork G — King Richard Pierced Tablespoon

End this health threat



Garbage *draws* flies (and vermin and rodents, too). Even one single housefly can carry millions of germs on his body—many of them harmful. Help get rid of flies, and the germs they can spread, by getting rid of *garbage* with a General Electric Disposall.®

Quit this messy job

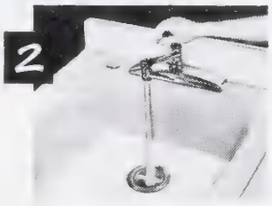


No more mess. No more bother. No more sticky, smelly garbage littering your sink, and cluttering your kitchen and your backyard. You can make your home garbage-free *permanently* by installing a General Electric Disposall in your sink.

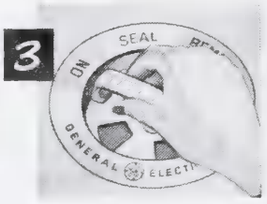
Wash away garbage electrically with a General Electric Disposall



Just brush loose food (tough rinds and bones, too) into the sink drain-opening.



Turn on the cold water. This assures proper flow of food-waste through drain line.



Turn the safety Twistop control, an exclusive G-E feature. Keeps food in and hands out!

That's all you do! The G-E Disposall quickly and quietly shreds food-waste into tiny bits and washes it away. Your sink and kitchen are *always* clean.

Why more people own the G-E Disposall than any other garbage disposer

1. Only General Electric offers a written 5-year buyer protection plan —proof of G-E dependability. The G-E Disposall has been giving steady, dependable service in many thousands of homes for ten years and more!
2. General Electric offers the safety Twistop control, and extra-tough shredder for years of rugged service. And only General Electric offers the quiet action of parts mounted on rubber.
3. Specially designed for septic tanks. (Over 150,000 garbage disposers are operating efficiently with septic tanks.) The shredding action of the G-E Disposall actually helps keep drain lines clean!

Can be installed in ANY kitchen sink. General Electric pioneered and perfected the electric garbage disposer, and your General Electric dealer offers you the kind of service you can depend on. See him now! General Electric Company, Louisville 2, Kentucky.



No other appliance offers you so much convenience, health protection, at so little cost.

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The velvety folds of Fleecenap shower curtains... never fold around YOU!

they won't cling...
won't stick...
won't blow...
won't even wrinkle!



"SPATTER" pattern on blue, green, pink, yellow, grey or white. About $7.95. Harmonizing cotton window curtains, about $4.95.



MONOGRAMMED solid color shower curtains in shades above, about $7.95. Harmonizing cotton window curtains, about $4.95.



These famous Kleinert shower curtains are velvety-thick and drape magnificently! They're completely waterproof, mildew-resistant and lastingly pliant. And the Fleecenap peach-bloom finish gives practical rubber a look of rare luxury!

SHOWN ABOVE: "Bubbles" pattern. Silvery bubbles on blue, green, pink, yellow, grey or white background. About $8.95. Harmonizing textured cotton window curtains, about $4.95.

KLEINERT'S MATCHING "BUTTON-HOOKS" conceal metal shower curtain eyelets. They're about 59¢ a dozen.

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FLEECENAP SHOWER CURTAINS



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MANUFACTURING COMPANY • MATTOON, ILLINOI

New! The Comet . . . star of the Kuehne Khrom
Keyline Series . . . with new ultra-sophisticated Bla
Diamond legs. Attractive matching Buffet availabl

...ncept in Dining Furniture...

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...DINETTES

...So Radically Different...So Distinctive in Design

...They Set the New Standard for Today's Living!

Now it can be told! The exciting story of ...-new Kuehne line . . . so revolutionary in design and execution, there is nothing like it in the whole United States.

For built right into these amazing dinettes are ...ndrous new features that are almost immune to wear. Textolite plastic table tops by General Electric resist stains, withstand heat. ...e posture-right chairs are upholstered in miracle Vinyl plastic that won't crack, fade or peel. ...d those exciting new colors stay forever-bright, with just a swish of a damp cloth!

No wonder Kuehne Khrome Keyline makes all other dinettes seem obsolete! See it *today*, at your furniture dealer's. You'll be amazed to learn the new Kuehne Khrome Keyline *costs no more than ordinary dinettes!*

...uehne Khrome Dinettes are priced from $59.50-$189.50

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Kuehne

(Say Kee-Nee)

MATTOON, ILLINOIS



New! Sable Brown legs on the brilliant *Free Form* . . . a breathtaking new sculptured shape!



New! The *French Provincial* . . . for those who prefer more traditional elegance, now in mirror-finish Kuehne Khrome!



New! The *Morning Star* in gleaming Kuehne Khrome . . . note the graceful flow of the pedestal base, the chairs in an abstract mobile pattern!

Room Settings by Lucille Knoche (I.D.I.)



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For tete-a-tete... table for ten... or more or in-between, the perfect service for pleasant dining is Imperial Candlewick. Many reasons why: The beaded-edge pattern is distinctively, exclusively unobtrusive... its crystal clarity is a complement to your fine linens, treasured silver ... it is elegant yet economical. Imperial Candlewick is sold with confidence by fine stores everywhere, handcrafted with pride by skilled American artisans at The Imperial Glass Corporation at Bellaire in Ohio.



ow to stay home nd go to the theater

By Richard Williams

whenever you want to, you can
n a record, relax in an easy chair, and hear
ple play in your own living room

Edison invented the phonoph, he thought of it as a of recording the spoken He believed that his cylincontraption could serve as cle for lectures, political s, and business communicahe spoken word, not music. ed the deaf man. And in the ng it seemed as if Edison rectly estimated the capahis invention. Some of the arly cylinder impressions se of speeches or messages by the famous, and they operly impressive.

later, in the first decade of tury, spoken records were ought and played and enlong with the room-filling Caruso and the dry, burrng of Sir Harry Lauder. as, for example, a record Cohen on the Telephone." e old enough to remember you will remember that it was played over and over again, and that the family laughed in the same places at the same jokes, which of course they knew by heart.

You may remember another spoken record called "The Preacher and the Bear," probably the largest selling record of its day. But later, when orchestras began to record and singers and pianists took the phonograph seriously, it was possible to capture not only Caruso's voice but three other voices with him singing the Quartet from *Rigoletto*. Then music began to get all the attention; people rejoiced in its sweet sounds, and the less magic sound of speech lost its popularity. Every once in a while somebody would record a bit of poetry—stanzas from the *Rubaiyat* or excerpts from Shakespeare or even a vaudeville turn—but these efforts met with no remarkable success. The great actors of the period, John

(*Please turn to page* 44)

Now--
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for little more than the lowest-price
HOME ORGAN



See how easy it is to own and play the new Wurlitzer Spinette

Here you'll read that a Wurlitzer—the home organ that only the wealthiest in the land could once afford—is now within *your* reach. The fine craftsmen who gave America the "Mighty Wurlitzer" have just created a new instrument that costs only a few dollars more than the lowest priced organ.

This new Spinette is the first organ to combine lightning action for light music with traditional tone for more serious playing. And look. You plug it in and all 1,000 magnificent tones are yours to command.
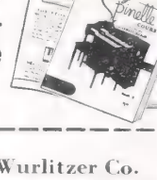
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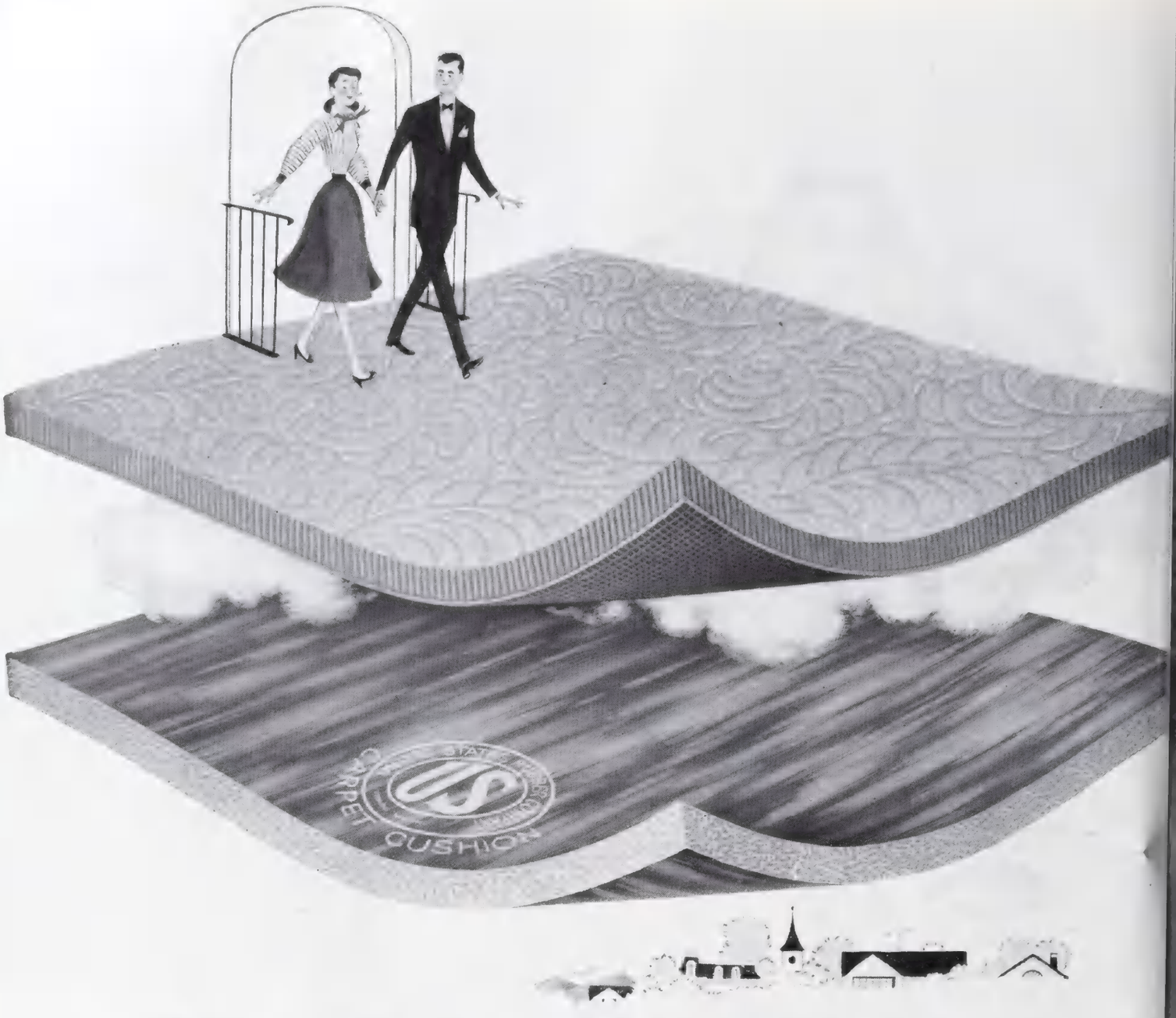
The Rudolph Wurlitzer Co.
Dept. H-310, N. Tonawanda, N

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it's informal . . . it's practical . . . it will make

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Habitant is truly perfect for today's informal living. Fashioned from beautiful Knotty White Pine, it blends the beauty of the wood with a style that matches the tempo of our times. Only Habitant, the originator of fine Knotty White Pine Furniture, offers you a complete selection of groups and individual pieces for living room, dining room, bedroom, recreation room and youth's room. Styled by Mason Walker, Habitant is a perfect combination of beautifully finished wood and smart fabrics that make it excitingly different. Habitant is sturdily built and incorporates all the fine construction features found in quality furniture . . . backed by a 30 year reputation for real craftsmanship.

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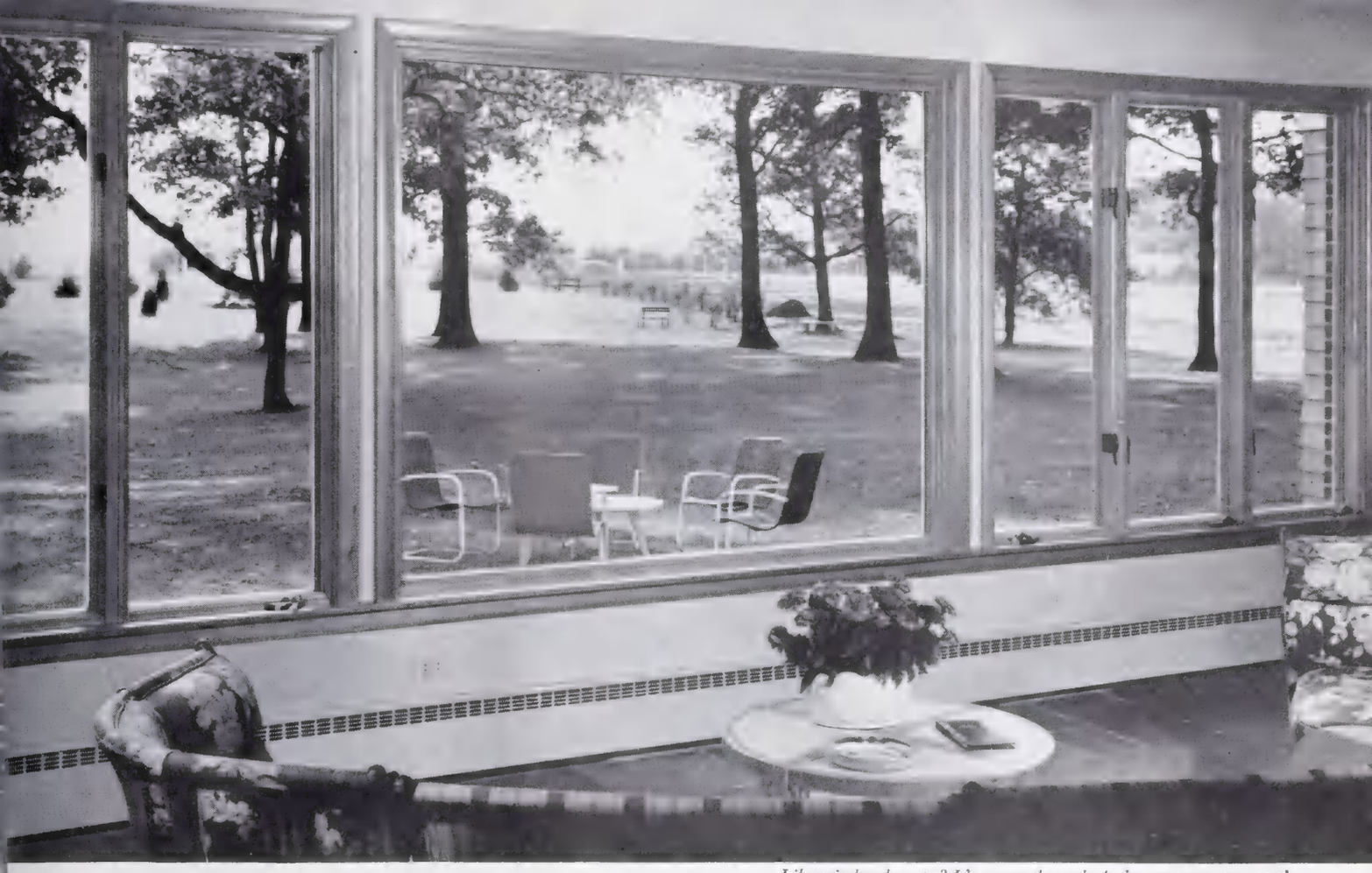
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Add to the ranks of convenient "built-ins" an ironing board, incorporated in cabinets made by Kitchen Maid Corp. Full-size board slides out on hardwood glides. Stored out of the way, it is always ready for use.



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ette has n
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Another handy built-in is a rack for freshly pressed clothes. Of aluminum, it has three rungs, when open, extends 25" out from cabinet. When not in use, rack retracts into regular wall cabinet.

(*Please turn to page* 43)



LOVELY TO LIVE WITH . . . SO EASY TO OWN!

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and **left half sofas**, as shown $124.75 each

sofa, in green frieze, as shown . . $165.00

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The one fabric beautifully right

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Whether you're re-doing a Victorian parlor or setting up house in a brand new split-level, you'll find T'ung Shan elegantly appropriate. This is an amazing fabric — lustrous fine Italian silk, soft as fur, thrillingly textured to catch the light (and your friends' admiring glances), and wonderfully durable. To see T'ung Shan draped in deep, luxuriously rounded folds is to know why it's called "America's No. 1 Decorative Fabric". You have your choice of almost a dozen exciting patterns — florals, tropicals, scenics, moderns — and more than *30* simply glorious solid colors. You can use T'ung Shan for any fabric purpose — for draperies, bedspreads, throw pillows, vanity skirts, and — in the heavier weight — for upholstery. The better department stores and specialty shops are offering T'ung Shan in solid colors from $3.00; prints from $4.50 a yard. See their attractive displays now – during T'ung Shan Month!

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says Arlene Francis

"I've used all the Four Wunda Weve Carpets in my home,
upstairs . . . downstairs . . . even in my coat closet!"
says Arlene Francis, charming television personality.
"I first saw Wunda Weve Carpets about three years ago.
Their clear colors and interesting texture were so appealing,
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lush deep pile of Wunda Luxe in Muted Beige.
And what glowing colors in Wunda Luxe!
I could hardly decide which to buy."
(Wunda Luxe, the most lavish of all, about $19.95 sq. yd.*)



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It takes his rough treatm
(Wunda Crest, produced b
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texture which really sets off my furniture."
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Jewels from Black, Starr & Gorham Inc.

Franciscan fine China

and Franciscan Ware by Gladding, McBean & Co., Los Angeles, California

NEW BUILT-IN AIDS FOR THE HOME LAUNDRY

CONTINUED FROM PAGE 36



Versatile is the middle name of a laundry cart with built-in, removable wicker hamper. Shelves at back store soaps. Its permanent home is a base cabinet, but it is mounted on casters for moving wherever you want.



his handy art meas- x 19¼", as extra ace. Helps clothes, aps and right at makes a to stack ned flat to closet.



Its portability makes the Kitchen Maid laundry cart useful for many other purposes, too. Use it while you are pre paring or serving meals, when processing foods for freezer, or defrosting refrigerator.

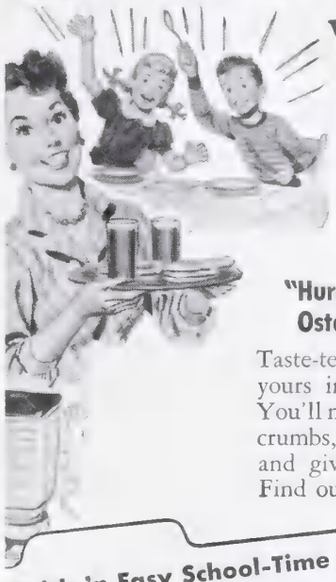
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WITH THE

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Taste-tempting lunches or complete meals are yours in a jiffy with the remarkable Osterizer! You'll marvel at how it grates carrots, grinds bread crumbs, pulverizes peanuts, liquefies apricots — and gives you inviting meals like this. See it! Find out now how much easier, faster and better food preparation can be for you.

Quick 'n Easy School-Time Lunch

CREAM OF TOMATO SOUP — pureed to perfection

HAM-NUT SANDWICH SPREAD — chopped and blended in minutes

CHOCOLATE MALTED MILK — mixed to satisfying smoothness

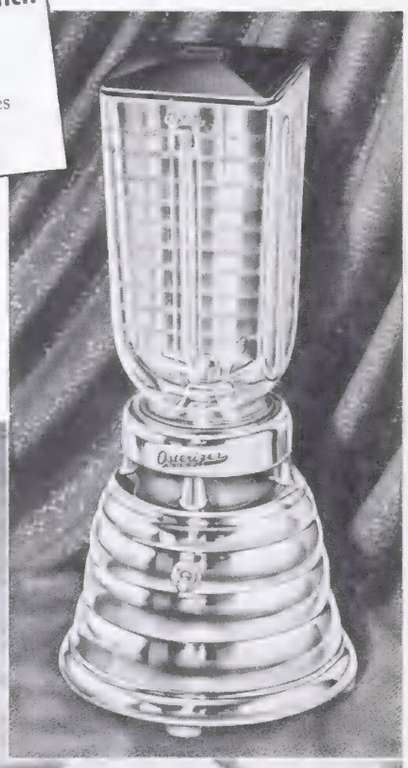


Open at both ends for easy removal of ingredients and fast, thorough cleaning.

Fits standard canning jars to permit sealing and storing without transferring contents.



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Oster Double-Action Knife Sharpener — Sharpens both sides of the blade at once. Just flip the switch, draw blade through guide. Makes knives factory sharp.

ANOTHER Oster QUALITY PRODUCT



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Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN — REPLACEMENT OR A REFUND OF MONEY

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Enclosed find 25 cents — please RUSH the new Oster Recipe Book, containing over 300 tested recipes, and full details on the famous Osterizer.

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EVEN to a casual eye, the warm-toned beauty of Magnavox Chromatic pictures presents a pleasing contrast to the cold harshness of conventional TV. Your ear discovers a new dimension of enjoyment in the rich, full tone of Magnavox high-fidelity sound. And when you consider the beauty of Magnavox heirloom-quality cabinetry—offering just the right design, wood and finish for *your* proud home—your choice is all but made. But the beauty of Magnavox does not end even here. In value, too, it's just what you want; for direct-to-dealer selling keeps Magnavox TV prices as low as $279.50 for 21-inch consoles. Fine stores which sell Magnavox instruments are listed in your classified telephone directory.



THE PROVINCIAL 24
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HOW TO STAY HOME AND GO TO THE THEATER

CONTINUED FROM PAGE 29

Drew or Maud Adams, left almost no sample of their work. A few Sothern and Marlowe records do exist; Ellen Terry made a record of the Mercy Speech from *The Merchant of Venice*, and much later John Barrymore, at the height of his triumph as Hamlet, did record one soliloquy from the play. Just one. The record is a curiosity but hardly gives an idea of the fire of Barrymore's performance.

A SUCCESSFUL invention expands with success. It takes in more territory; it turns to new experiments. Occasionally it may even return to its original purpose. Now it appears that Edison wasn't wrong. It looks today as if the phonograph may still become a medium of conveying the spoken word. There are signs and portents to show that a new type of repertoire, made possible by the long-playing record, is about to become popular. This new repertoire includes spoken documentaries such as "I Can Hear It Now" or "Ike from Abilene" or "Adlai Stevenson Speaks" or Bible Readings or the poetry of Carl Sandburg recited by himself or a record of Elizabeth's Coronation Service.

But even more entertaining than these, and perhaps more significant, is the full-length presentation of a play. Not just skinny excerpts, but a whole play, a full evening's spoken entertainment, is now brought to you. It is now possible for you to stay at home and go to theater.

To be sure, there are limitations to such theatergoing. It is a one-dimensional theater, making its appeal only through sound. Pantomime and pageantry are now missing, although some day there might be a combination of records and home movies which could bring the whole theater to us.

On the other hand, the recorded theater has its advantages. First and obviously, you can go to it any time you wish and without leaving the wing chair. Second, you can hear every word. You know how great an advantage this really is if you have ever sat in the back rows of the orchestra of a theater, strained your ears, and missed half the lines. Third and most important, you can treat yourself to as many performances as you wish. Which means that the best kind of recorded play is the play which you want to hear more than once.

This brings us to the poetic p
Poetry, the art nearest to mu
allows repeated listening and
deed invites it.

The choice of repertoire alr
available is considerable. th
there is more available in Eu
than in America. Europe has t
the lead in this type of recor
because of the government
ported repertoire theaters.

The most impressive results
come from the Comédie Franç
the national theater of Franc
company has recorded the cl
of the French stage, such as *A*
maque and *Phèdre* by Racin
Cid and *Horace* by Corneille
Le Jeu de l'Amour and *Du H*
by Marivaux. Germany is al
ginning to put its theatrical
ture on records. There is ava
a recording of Goethe's *Faus*
the whole, sprawling pla
course, but as much of it a
would get in an evening's
formance.

What about our own th
Shakespeare has come in for
attention. Some years ago C
bia recorded the complete pe
ance of *Othello* with Paul R
and José Ferrer. Then RCA
did an adaptation of La
Olivier's films, both *Henry*
Hamlet. Of newer vintage
Romeo and Juliet produc
Margaret Webster with Eva
lienne (Atlantic), and a *T*
with Raymond Massey (P
sic). Selections from *Julius*
are also available on one lo
record produced by Londo

THIS month RCA Victor i
ing out two important new
spearean ventures, both n
England. One is a *Macbe*
Alec Guinness and Pamela
a production especially
for records and produced
famous Old Vic Theater. T
is a recorded version of the
ful London production of
and Juliet with Claire B
Juliet. Both of these re
have the benefit of the p
skill of the Old Vic Theat
also have the benefit of
sound with all its tricks
effects, echo chambers, etc

Shakespeare does not oc
stage alone. T. S. Eliot's
versial and curious play, *T*
tail Party, has been recor
plete by Decca. So has Ch
Fry's *The Lady's Not For*

(*Please turn to page*

for the young in heart...

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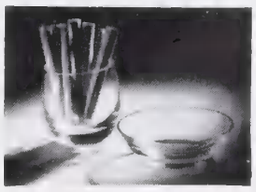


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for refund by firms i
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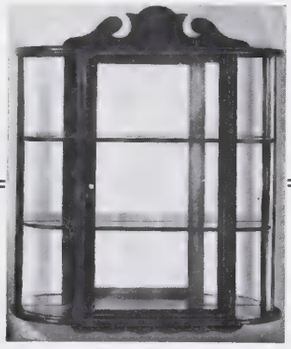
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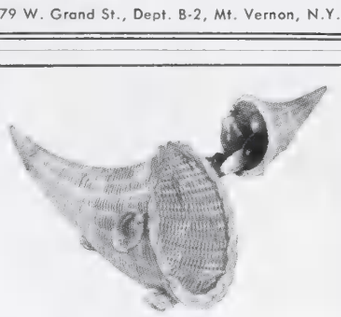


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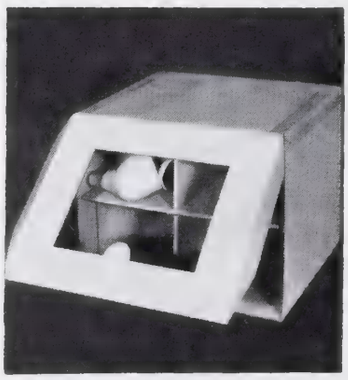
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a magpie's nest. It holds
of shoes in separate c
ments; front cover lifts
quick shoe selection. Stu
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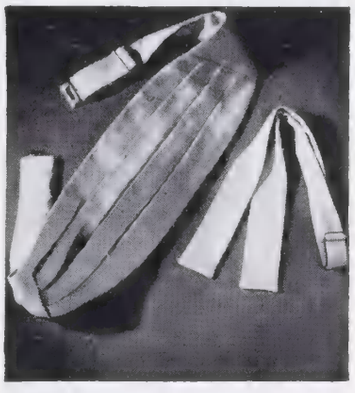
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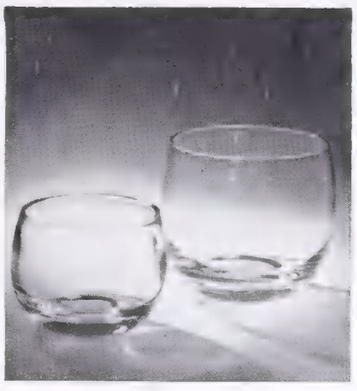
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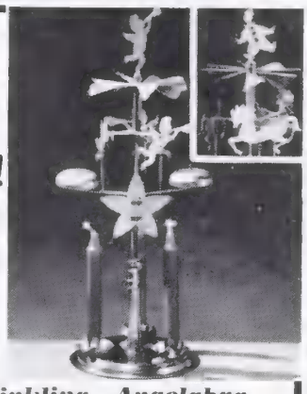
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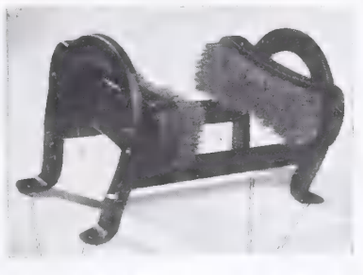
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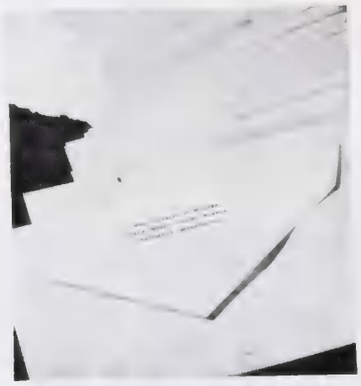
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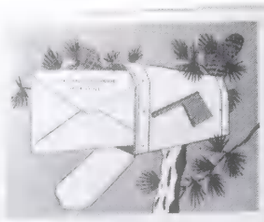


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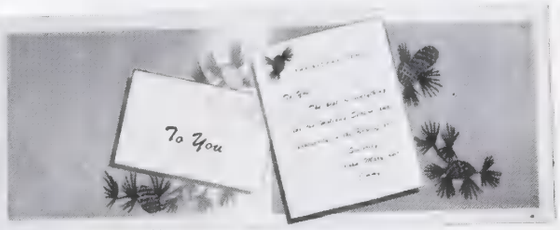
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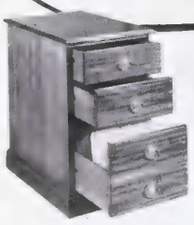
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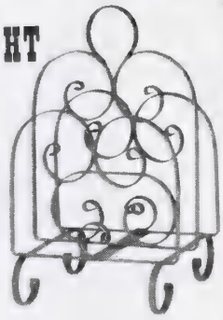
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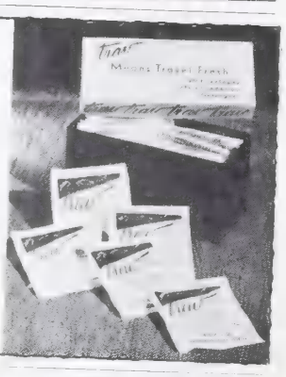
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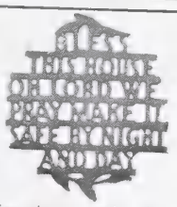
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ETT-BARR CO.
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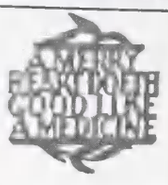
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POPULAR PIN-UP MOTTO TRIVETS







to give these trivets for shower gifts, house warmings and anniversaries because the recipients appreciate the sentiment so much" . . . They make such gracious gifts, I enjoy giving them to others."

Say our customers, "It's such a pleasure

BLESS, 7" ■ 8¼", GIVE, 6" x 7¼", MERRY HEART, 6½" x 7". Each, **$2.25**. All are solid metal with satin black finish. We pay postage when money accompanies order.

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Beautiful Carabao Fabric Drapes
CUSTOM MADE FOR YOUR WINDOWS
only $1.50 a yard including labor
SEND FOR FREE COLOR SWATCHES

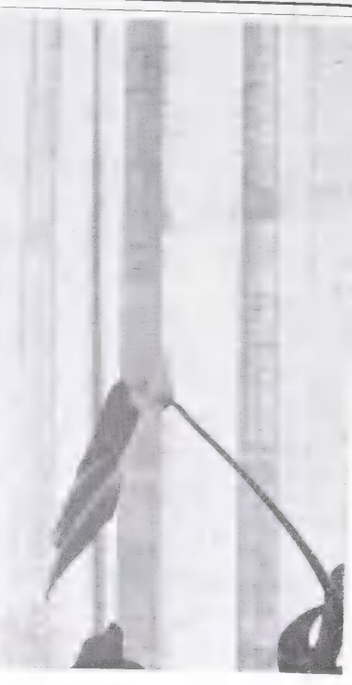
If we charged three times this much for lovely Carabao Shantung Weave Fabric drapes, people would rush to buy because they're such outstanding quality.

The new fabric is cross dyed to prevent fading, even in brightest sun. The thread count is scientifically determined so any size drape hangs perfectly. The custom construction of these drapes is the finest; few drapery houses can duplicate it. Write for complete price information, directions for measuring, free swatches.

Make your own drapes. Carabao fabric by the yard $1

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You'll find you can achieve smart, decorative effects in any style interior with these distinctive shutters for windows, doorways and partitions. Their superior construction and finishing make them the choice of discriminating people from coast to coast.

Send 25c for wonderful brochure of decorating ideas, prices and complete information.

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Santa Monica, Calif

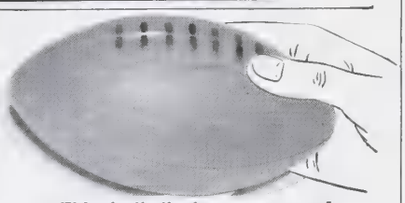


HAND CRAFTED COLONIAL FURNITURE



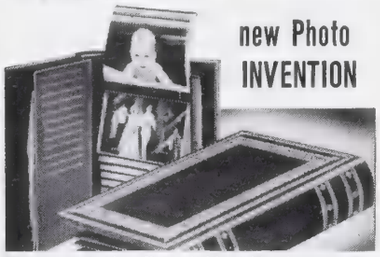
Lends air of hospitality and charm to your home. Authentic Early American reproductions of rare beauty, skillfully hand fashioned from *solid* wild cherry and *solid* walnut. Highly resistant, hand rubbed, satin smooth finishes. Colonial chair **$31.50** up. Gateleg table shown, **$149.50** up. Colonial round table **$54** up. Open stock. Send **20¢** for genuine photos, wood samples, prices, descriptions of lazy susan, gateleg, coffee and end tables, hutch cupboards, chests, chairs, many other attractive pieces. Guaranteed. Visitors welcome. Write Dept. 1002.

FAITHFUL TO TRADITION
WINEMILLER'S
Colonial Reproductions
COLDWATER, MICHIGAN



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Miniature musical football plays YOUR college song; perfect to every note! (Choice of over 75 college songs). We make these up to your order; using fine Swiss music-box movements in pigskin-grained footballs. They're perfect in every detail; look just like the real thing. Laces in school colors, too. **$3.95** plus 25¢ post.



new Photo INVENTION

This remarkable album holds 144 pictures; just slip them into the clear acetate pockets; no pasting. Richly gold-tooled plastic leather; looks like $50 library volume. Complete **$3.95** (plus 25¢ post.). Extra pockets to double capacity just $1.

MARKET-COMBERS *(send for free catalog).*
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DON'T WASTE TIERS. Let their lust brass reflect your pre oges figurine, a grac vase of tea roses, a ash tray and cigarette mahogany-finished To two of these trays, a lacquered to prevent and stains. About 28 cluding carrying ri F.O.B. Kane Co., 610 S Ave., Chicago 5, Ill.



PUSH-BUTTON FIGHTER. It's pint- a child can handle it, a man-size job. A p button on top release 25′ stream of fast-a damaging extinguish Easy to refill. Stainles comes with smart m bracket. Completely f plus 50¢ post. Chet St dlebury, Conn.



YEHUDI LAMP. your bedside table a disturb the sleepy dark night *until* you *lift* i then the flamelike bul to show you the time, rettes, or medicine. P and the light goes o on by pushing butto Bronze, green, or 6½″ high, $2.95 po bert & Leonard, 154 Blvd., Manhasset, N.

(Continued on page 57)



Raining Beauty

Clear and lustrous lucite makes this umbrella stand an exquisite buy, a handsome sentinel in the foyer, a beautiful parking space for rainy-day visitors. The five umbrellas it holds will look so glamorous, you won't mind if it rains every day! 13" high, 16" long. It has soft feet to prevent floor scratches.

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Make your home attractive with this popular cupola and weathervane combination. Cupola made of sturdy pine with white paint primer applied—all have copper roof. Complete with wrought iron weathervane—ready to install on any type roof.

No. 10-C	25″ high, roof 19″ sq.	$30.82
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All combinations shipped express collect.

Weathervane only—$8.75 postpaid. Height 24″, arrow length 21½″. Complete with roof saddle and screws. Fits any roof.

New catalog of wrought iron hardware only 25¢.

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A big beautiful treasure chest, joy-packed with costume jewelry for Miss Muffet! Two pull-out drawers hold an exciting collection of loot in gold and silver color plastic—earrings, bracelets, medallions, pendants and rings. No **TG-4987—$1** by mail, ppd.

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211 EAST 37th ST., NEW Y







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Detroit

We sometimes think that the *ladies* of Cadillac families have a keener appreciation of the car than anyone else. For they not only know how thrilling it is to drive—but they *also* know how wonderful it is to ride in as a passenger. The car is wondrously spacious and quiet—with seat cushions that are unbelievably deep and soft and luxurious. Vision is wide and clear . . . every imaginable passenger convenience is at hand . . . and each appointment is perfectly positioned. And then, of course, there is the inspiring beauty of the car's interior . . . magnificently tailored of the finest fabrics, and executed in breath-taking color combinations. Yes, it's a truly wonderful experience to ride out the miles in a 1953 Cadillac. If you haven't as yet tried it yourself, we suggest you visit your Cadillac dealer soon. He would be happy to see you any time.

Cadillac

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Illustrated: Model 1326, 56″ x 41″. Crystal clear border panels delicately blend wall coloring into the three dimensional frame with sparkling accent notes from the hand-engraved design.

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It's almost like magic! Hang a lovely Nurre Mirror on your "problem wall" . . . and suddenly the whole room fairly dances with new light and color!

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Nurre

"living picture"

mirrors

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Dealers are now featuring dressers individually styled with genuine Nurre Mirrors. Drop by soon and ask to see them . . . whether you want to purchase a lovely dresser-mirror combination, or visualize which mirror style will bring out the best in your present dresser.

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This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest quality, styling and craftsmanship. Look for it when you buy.



tting by Reginald Styers, A.I.D.

Prices are for pieces as shown—Charcoal love seats, **$159.50** ea.; Low corner table, **$59.50**; Dull gold chair, **$111.50**; Step table (natural finish), **$64.50**; Tangerine chair, **$96.00**; Ebony coffee table, **$59.50.**
Prices subject only to freight rate differences.

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Send for Living Room Arrangements by Reginald Styers, A.I.D., showing the wide variety of groupings Nassau makes possible. 25 cents postpaid.



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Cotton colors with a fashion flair,

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Luxury on a budget at about 7.95 sq. yd., Needletuft "Saratoga" flows magnificently from room to room. Deep dense clipped pile, 15 fashion-genius colors, marvelously long-wearing, washable. See "Saratoga" and other Needletuft values in accent and room size rugs . . . all at budget prices made possible through the revolutionary tufting method of manufacture. At finer stores everywhere.



Pictured in Moss Green, one of 15 fashion colors

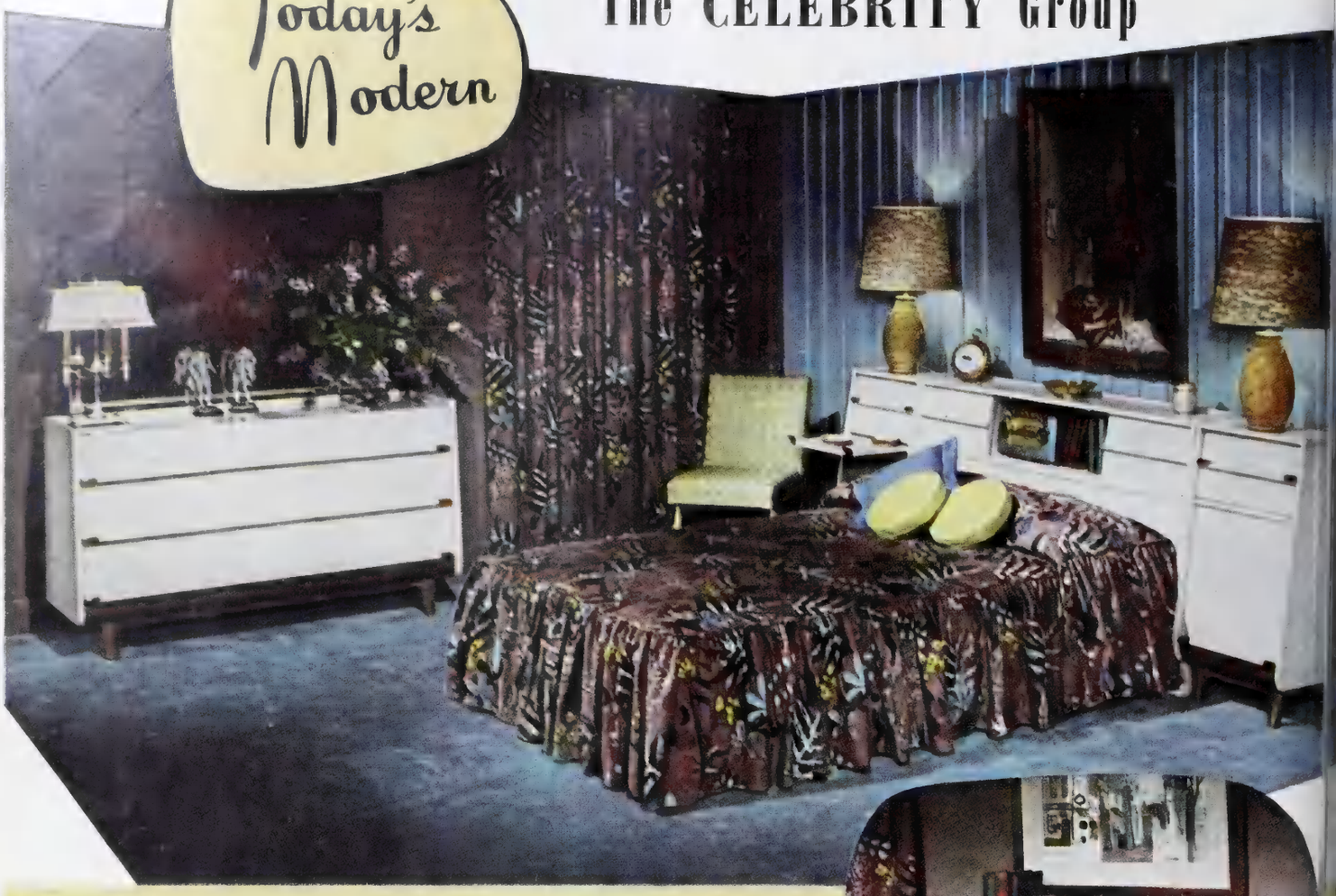
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The CELEBRITY Group



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Give your bedroom that one-in-a-thousand look with this clear, smooth, off-white mahogany group, custom-styled in advanced modern design with its accent of dull finished solid walnut in the molded base structures. Bright brass trim gleams on solid mahogany drawer pulls. Drawers glide on permanent action treated guides . . .

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It's Today's Modern for Today's Living





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United Furniture Corporat

LEXINGTON, NORTH CAROLIN



WINDOW SHOPPING

CONTINUED FROM PAGE 50

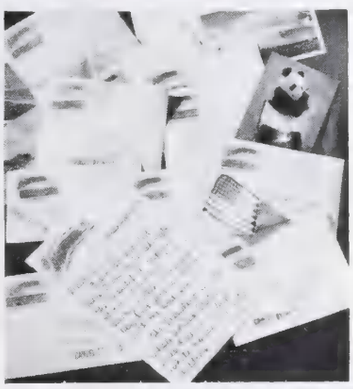
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IERB MEAT SAUCE, d flavorful a meat sauce find on the market, is you'll just *have* to try elf. A blend of 9 herbs ral lacing with port and e a couple of reasons ensational. 16-oz. bottle, z., 85¢. Then the *hottest* tard we've ever tasted best) is 85¢ a jar. Ppd. Farm, Tinicum, Pa.



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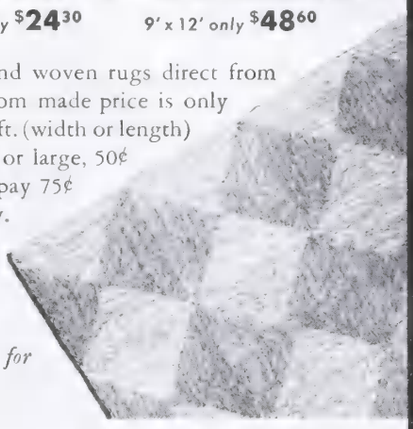
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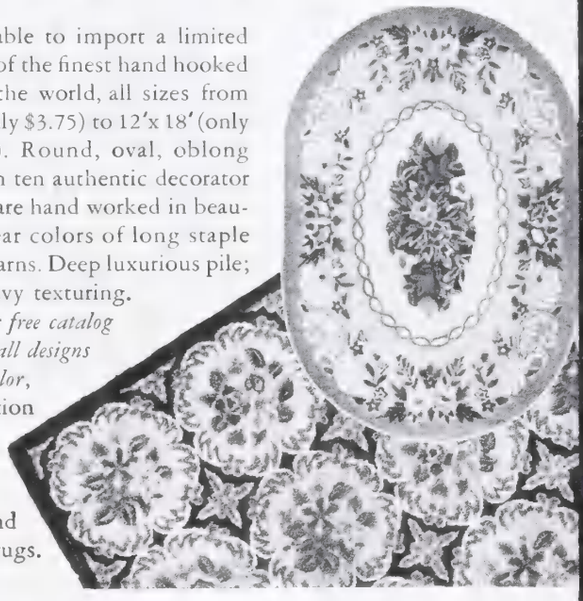
We import these fine hand woven rugs direct from Pacific Islands. Our custom made price is only 45¢ a sq. ft. for standard 9 ft. (width or length) sizes. Special sizes, small or large, 50¢ a sq. ft. You'd regularly pay 75¢ and more for this quality. Light natural color. Bleached white, checkerboard and 36" squares also available. *Send coupon for color folder; enclose 60¢ for sample square.*



HAND HOOKED RUGS *Room sizes—throw rugs*

EXAMPLE PRICES: 2′ x 3′ only $3.75 ppd. 9′ x 12′ only $67.50 ppd.

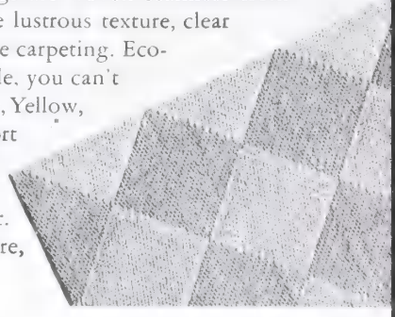
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These square-patterned rugs are woven seamless from colorfast sisal and have the lustrous texture, clear colors of the most expensive carpeting. Economical, reversible, washable, you can't wear them out. Gray, Beige, Yellow, Green, Off White. We import and sell at lowest prices. Sizes from 2′x3′ to 10′x14′. Send for free color folder. Enclose 50¢ for sample square, specify color.



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☐ Enclosed 60¢, sample sq. Manila Hemp
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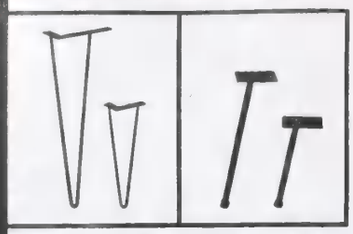
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MATTE BLACK FINISH Blends with any decor.

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Prices are for set of four legs

Height Leg	Attach Under	HAIRPIN Specify 3/8" or 1/2" Rd.	DIAGONAL 5/8" Rd.
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9"	bureau	5.75	5.45
12"	coffee tbl.	5.95	5.65
14"	coffee tbl.	6.65	5.85
16"	cocktail tbl., bench	6.95	5.95
19"	TV, lamp, end tbls.	7.95	6.75
22"	TV, lamp, end tbls.	8.95	
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(Continued on p



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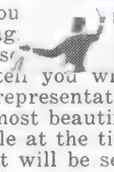
It costs nothing to join the club, and there are no membership fees or dues. You may join on the 3 months plan (3 consecutive shipments for $6.00), the 6 months plan (6 consecutive shipments for $11.50) or the 12 months plan (12 consecutive shipments for $22.00).



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To induce you to join ou... we want to send you a mag... prise gift from abroad abs... out charge! We cannot tell you what this gift will be, but our representative abroad will pick out the most beautiful and desirable gift available at the time we receive your coupon. It will be sent directly to your home with our compliments for joining at this time.



Mail the Coupon Today

So why not join these thrilling "shopping tours around the world" while this EXTRA GIFT offer is being made? If not delighted with your gift or with your first month's club selection, keep BOTH gifts and we will refund your complete subscription cost!

HOW THE SOCIETY OPERATES

Your purchase of the superb Long Playing record offered above for only $1.00 does not obligate you to buy any additional records from the Society—ever! However, we will be happy to extend to you the courtesy of an Associate Membership. Each month, as an Associate Member, you will be offered an American Recording Society recording by a famous American composer, at the special Club price. If you do not wish to purchase any particular record, you need merely return the special form provided for that purpose.

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(Note: all original letters are on file in our office)

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Please enroll me as a Member and send me my SURPRISE GIFT from abroad, absolutely without charge. Also start regular monthly shipments of the Club's selection of foreign merchandise, to be shipped direct to me from countries of origin and to continue through the following term of membership:

☐ 3 Months $6.00
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References: Franklin-Washington Trust Co., Newark 2, N.J.



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Handmade, hand-cut reproductions of old Jamestown decanters in pure lead crystal, stoppers individually cut for each bottle! The pair, 20.00

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Fully assembled— ready to use **$6.75**

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Height 42"
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Seat 18"w. x 14"d.

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Curtains ■ Coverlets ■ Canopies
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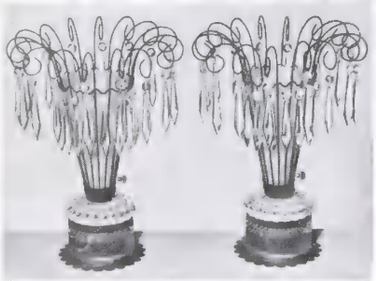
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IT'S SO PRACTICAL . . . nothing to clog, easily removed if you move, no special tools required.

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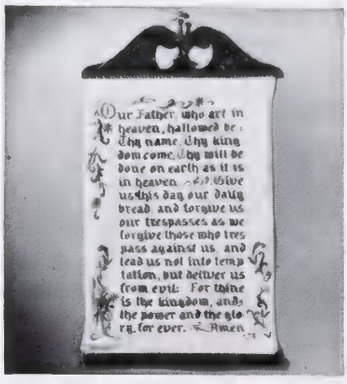
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424 S. Cheyenne, Tulsa, Oklahoma



WINDOV

CONTINUED FROM PAGE 58



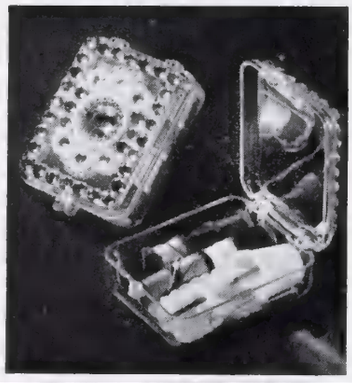
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When you finish work "Lord's Prayer" samp have an heirloom of th Kit contains fine whi stamped with the pra broidery floss, lavende backing, mahogany top tom pieces, and direction gift from granddaughter mother, or vice-versa. 24 $5.95 ppd. Bodine's, 444 dere, Baltimore 12, Md.



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The ancient Sunworshipers . . . on us. Here is a Sun catcher for you An oldtime hobnail sugar and crea or amberglass, 4½ inches over-all.

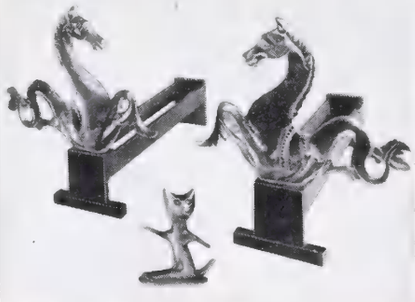
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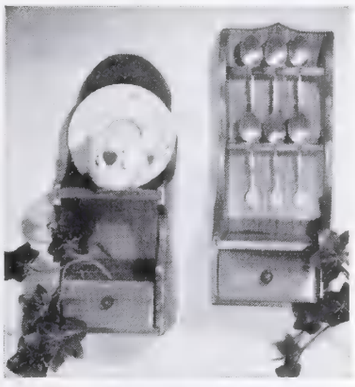
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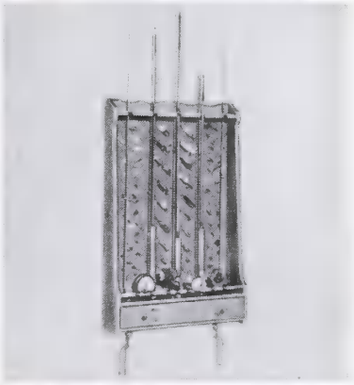
HOPPING



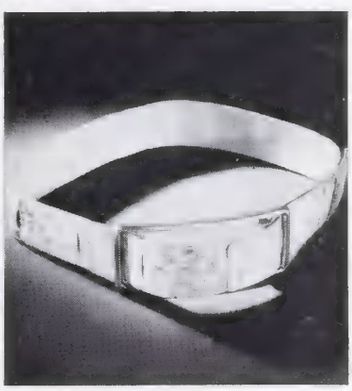
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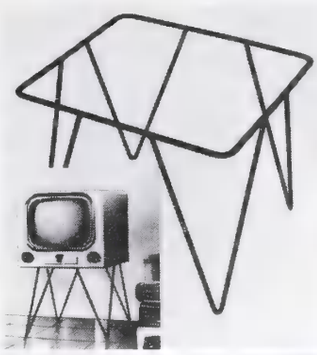


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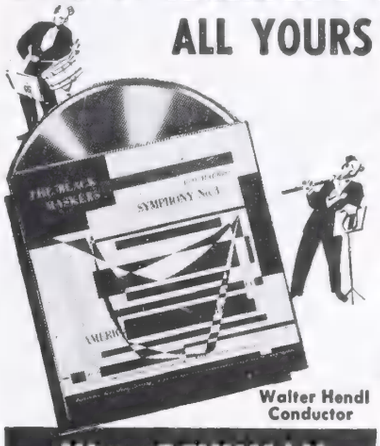
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HOW THIS MUSIC CAME TO BE RECORDED

Recently, the directors of the renowned Alice M. Ditson Fund of Columbia University awarded a substantial grant which made possible the founding of the American Recording Society, whose sole purpose is to record and release each month a new high-fidelity recording of American music, on Long Playing records. These records have already won for the Society an *Award of Merit* from the National Association for American Composers and Conductors "for outstanding service to American music."

ARE THE RECORDS EXPENSIVE?

No, to the contrary. These recordings, which are pressed for the Society by the custom department of RCA Victor, are priced below most L.P.'s of comparable quality — only $4.35 for 10" records, and $4.95 for 12" records. The A.R.S. Philharmonic Orchestra engages the finest available artists and conductors ... and all recordings are made with the latest high-fidelity equipment, and pressed in limited quantities directly from silver-sputtered masters.

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"... excellent, both as music and from the technique of recording."
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"... could not refrain from dashing off this note to report my enthusiastic satisfaction in the performance as well as in the technical excellence of the reproduction."
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HOW THE SOCIETY OPERATES

Your purchase of the superb Long Playing record offered above for only $1.00 does not obligate you to buy any additional records from the Society—ever! However, we will be happy to extend to you the courtesy of an Associate Membership. Each month, as an Associate Member, you will be offered an American Recording Society recording by a famous American composer, at the special Club price. If you do not wish to purchase any particular record, you need merely return the special form provided for that purpose.



FREE RECORDS OFFERED

With each two records purchased at the regular club price you will receive an additional record of comparable quality ABSOLUTELY FREE. We urge you to mail the coupon at once since this offer is limited!

NOTE: These exclusive A.R.S. high-fidelity recordings are *not* available anywhere else—at any price!

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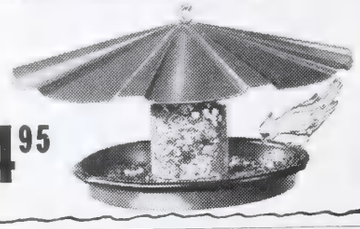
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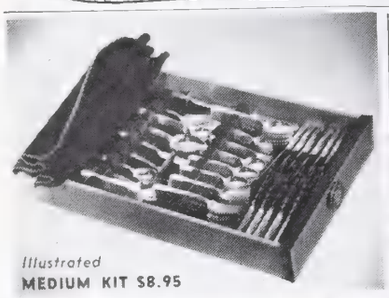
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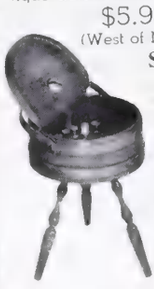
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SHOPPING



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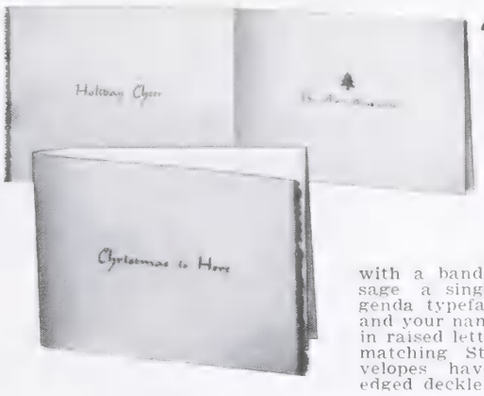


OYAL FAMILY of ars many distinguished ne of the most revered Staffordshire, and we n in love with this bone nitasse cup and saucer. her be a joyful acquisi- n established collection t will inspire a novice to White with spring nose- $2.50 ppd. Robert W. Co., 34 Hillman St., d, Mass.



Y GRANDPA might o his favorite grownup hter and ask nothing the fun of watching traffic. Fabulous black and cuffs turn a sweater ntoxicating thing. Or with a pastel wool dress. merry widow and add a demure black dress. on in a flash. $13.95 l. tax and post. Harold E. 56th St., N.Y.





Fiesta Deckle

Christmas Card With Raised Personalization

Simply beautiful! The background an exquisite creamy expanse of Strathmore's Fiesta text paper, with its deckled edge dyed with a band of crimson. The message a single line of graceful Legenda typeface on each page. This, and your name, are plastic-embossed in raised letters of forest green. The matching Strathmore baronial envelopes have the same crimson-edged deckle on the back flap.

Deckle-edge paper is French-folded to 5″ x 6½″

Prices, with envelopes

25	— $ 4.25	100	— 13.85
50	— 7.50	150	— 19.95
75	— 10.70	200	— 25.95

Each Card over 200—11c



Yours Free! Exciting 56-page Catalog of new and unusual Greeting Cards, Gifts!

Miles Kimball 382 Bond St. Oshkosh, Wis.

"COVER ART" GOES ON THE WALL



Magazine Show Case

This large, handsome wall rack holds 30 magazines in upright position where each is visible for convenient selection. For living room, study or playroom . . . ideal for office and reception room. Finely hand crafted in satin smooth honey tone knotty pine or lovely mahogany finish. Size 23″ x 27″..... **$17.50**
Size 23″ x 40″ high—holds 45 magazines—same style and finishes..... **$27.50**
Size 45″ x 27″ high—holds 60 magazines—like ill. above but double width..... **$32.50**

All Express Chgs. Collect. No C.O.D.'s.

Yield House
Dept. B10-3
N. Conway, New Hampshire

HATS IN VIEW - - - NEATLY TOO



No more crushed out of shape hats. At last a smart economical and durable Hat box Set . . . finished in a tan linen weave, has a front window which opens outward from the bottom making it easy to remove and replace hats without taking hat box off the shelf. Each roomy box measures 13″ x 13″ x 7″. Will fit men's or ladies'. It's a necessity for a neat closet.

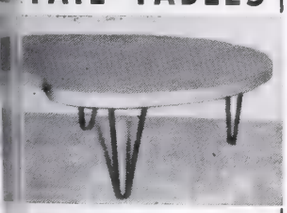
Set of 3 . . . Only $2.79 postpaid

Satisfaction guaranteed or money back
Write for Free Catalog of Wonderful New Gifts.

Shop the Armchair Way

DOWNS & CO.
DEPT. 1144, EVANSTON, ILLINOIS

mart, New TAIL TABLES



tables to brighten your home. 42 inch durable tops of heat- tch-proof, Alcohol-proof plastic. the beauty of any room. The for exposed screened porches. wrought iron or maple legs. n three shapes. Free-style (as , Rectangular or oval. coral, green, black, yellow ogany or birch tops. 50 *Express charges collect.* aranteed. No C.O.D. olor, shape and type of legs

dern Living
STUDIOS
Weslaco, Texas



IMPORTED CANDLES with your initial

in STERLING SILVER or in 22-K GOLD LEAF

Romance your "candle-light and silver" table settings with these Lady Brett 12″ MONOGRAMMED CANDLES.

Hand-made hand-dipped, hand-decorated in Germany by candle makers for European royalty. Taper burns with brilliant blue light *hours longer* than ordinary candles. Gold or silver initial and wheat crest fused in white candle by secret process—generations old. Charming "conversation" decor. Please specify initial, choice of gold or silver.

Gift Boxed. Set of 4, postpaid ..$2.50
No COD's. Set of 8, postpaid $4.75

Satisfaction Guaranteed or Money Refunded.

SOLD EXCLUSIVELY IN UNITED STATES BY . . . .

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2100 N. HASKELL DALLAS 4, TEXAS

Reproductions By Mail

★ Hostess-minded! ★



"Luxurious"—is the word for our "PAMELA"—chair for many uses. (Host, Desk or Occasional). In Solid Mahogany; diamond tufted and Mahogany crested back; brass nail trim, coil spring seat. H. 35¾″; W. 22″; D. 18″; Seat H. 18½″. So luxurious in lovely Velvet—either Red, Emerald, Fern or Sage Green, Brown, Old Gold or Rose—price **$42.50**; a pair only **$82.50**. In Muslin (or send 2 yds. of 50″ material) **$36.00** each. Check or M.O. Express collect. SATISFACTION GUARANTEED. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 2373 Hickory, N. C.



"MUMS" ENGLISH BONE CHINA

Herbert S. Mills
11 EAST KING ST., HAMILTON, CANADA

PASCALS wrought iron
BENTON HARBOR, MICHIGAN

ONE PIECE OR A ROOM FULL

Send for FREE catalog showing 25 magnificent pieces of wrought iron furniture and accessories. Decorative, durable, inexpensive. Immediate shipment on pieces illustrated.





Boomerang cocktail table is 15" high, 47" long, 31" at widest point. Legs ½" welded wrought iron. Choice of ¾" natural finish birch top, or simulated cork (Novaply) in antique white or natural finish. A charming, graceful table. $29.50.



Very practical stacking tables in sets of 3 at $5.95; use indoors or outdoors. 12" diameter, 18" high; top of natural finish birch, water resistant. Bar stool with back; foam rubber seat and back; plastic covered (choice: white, green, yellow, shrimp, chartreuse, turquoise). Seat 30" high. $24.00 (Available without back, $18.00). 24" high without foot rail or back, $14.50. Shipping charges collect.

• PASCALS, BENTON HARBOR, MICHIGAN



Gift of Gifts!

INFANT OF PRAGUE

8½"...$6.95 5½"...$2.95

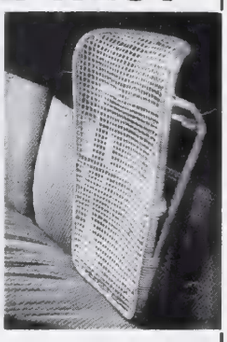
Add 50¢ for shipping

You always buy "The Infant" to give away . . . and he always brings good luck to those who worship him . . . so goes the legend! From abroad, exquisite copy of the original created in the 16th century! Bisque decorated in gold and blue and pink! So charming! CHRISTMAS, Birthday, any-day-at-all gift. . . . gift-that-gives-a lift!

OLDE LAMPS, Inc.
Hotel Statler, Buffalo 2, N. Y.

Takes the Sizzle Out of Driving

COOL REST



Biggest motoring help since the automatic transmission. Air-cools the back, gives it wonderful support. This bamboo and reed back-support is at home wherever sitting is popular—picnics, beaches, fishing, boating. A "different" and inexpensive gift.

$2.59 Postpaid Sorry, No C.O.D.'s
Two for $4.95

Send for Free Catalogue, "Gifts of Distinction"

Camalier & Buckley
Dept. D-10, 1141 Connecticut Ave. N.W.
Washington 6, D. C.



PICKWICK BASKET

Unusual quality distinguishes this entirely hand made wastepaper basket. Antiqued prints of a rare quaintness, reproduced from Pickwick Papers & David Copperfield decorate the outside; the inside is finished in coachwork lacquer in soft red. The basket, 13 x 14", is made like an old-fashioned luggage hat box. Will last for years and years.

$14.95 *Postpaid*

Large size MATCHING MAGAZINE RACK, $19.95
Send for Fall catalog

ELIZABETH McCAFFREY
Dept. B ORANGE, NEW JERSEY



A CHILD LOVES TO EAT FROM *HIS* OWN POTTERY

This 4-piece personalized table set of Old Kentucky stoneware will thrill any child! Youngster's first name hand-painted under glaze and fired-in for permanence on all pieces. Colorfully hand-decorated. 9" and 6" plates, 5" bowl, 11-oz. mug. Boxed. *When ordering, print child's name. State if boy or girl design wanted.* Send check or money order. (Sorry—no C.O.D.'s) 4-piece set, postpaid in U.S., $6.25.

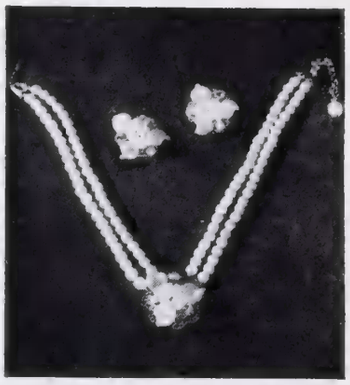
Write for our Free Leaflet on other Personalized Old Kentucky Stoneware.

Authentic Old Kentucky Stoneware

LOUISVILLE POTTERY COMPANY
Dept. HB-03 228 E. Bloom St., Louisville 8, Ky.



WINDOW SHOPPING



P STANDS FOR P

and for pretty girls and ties and, in this case, fo that is very pleasant in adjustable choker is ma strands of Baroque pe are hand-hammered a dipped, and that look came from a modern n jewel case. $8.95. Mate rings are $5.95. Set is $ and post. incl. Aimee Fifth Ave., New York



HE LOVES LUCY

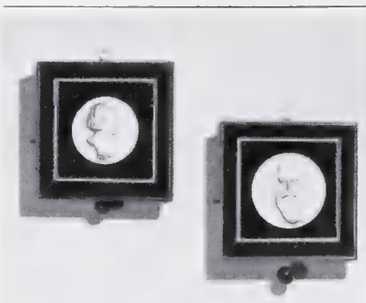
special way. Because Ricky, Jr., bouncy new the Arnaz nursery. So g your own little Mond Stay-Up-for-Lucy fan, be as maternal as D wife. Ricky uses his d a real baby, can cry, bles, drink milk. 20". $ Albin of California, 1 8th St., Los Angeles



ANADAMA BREA

hundred years ago th Rockport fisherman wife always gave hi cornmeal mush and m dinner. One day in des mixed it with bread yeast and baked it as tering. "Anna, damn bread was superb. St it's always been called 6 loaves, $2.25 ppd. Shop Pastries, Rockj

(*Continued on page* 69)



SAY IT WITH MUSIC

Let the music of masters play from the walls of your room this Christmas! Each music box frames a gold-painted medallion of one of the world's greatest composers, struck from the original bronze in the Vienna Mint. Each medallion, framed in mahogany against a black and gold background, is equipped with a Thorens Swiss movement. Strauss' Medallion plays Tales of the Vienna Woods; Schubert—Serenade; Wagner—Wedding March; Brahms Lullaby; Bach—Ave Maria; Beethoven—Sonata Pathetique. **Christmas Special:** Sacred Heart Medallion playing Adeste Fidelis (Come All Ye Faithful) Boxes measure 5½" square. Wonderful gift for a music lover!

Each ..... $8.50 ppd.

(Send for free catalog of unusual gifts)

Ward Phillips Co.
10 Main Street
Carpentersville 1, Ill.



VIOLI

SERVING TRA

A wonderful, any-occasion hostess on your list. The V Tray is a 19"x8½" replic some, antique maple finish glasses are clear with as plastic bands.

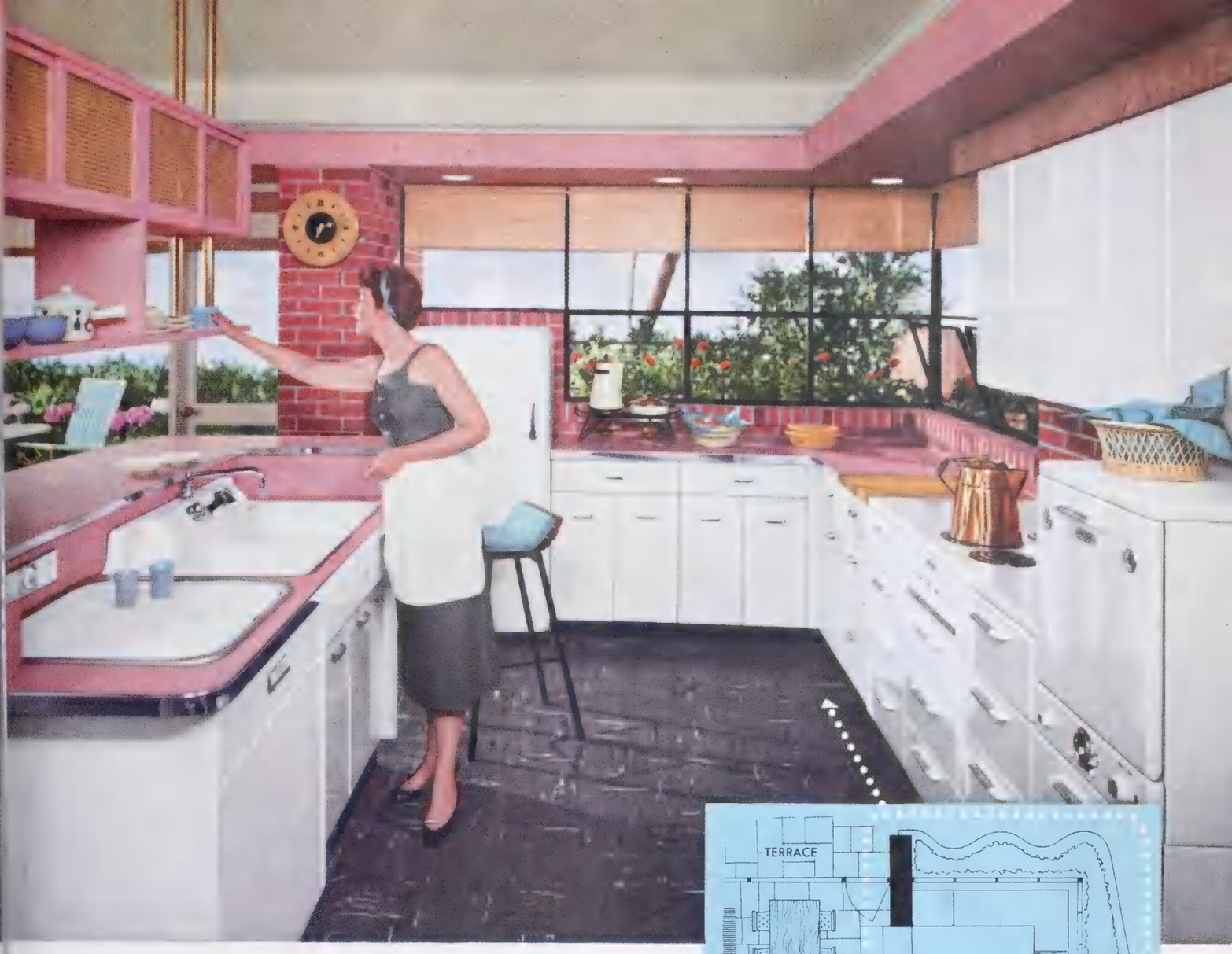
ONLY $5.95 PPD.



W
cat
a
gift

THE LAST RE

BETHEL B-3, MA



CRANE'S "WORK-FLOW" KITCHEN

makes the whole house run smoother

re's a kitchen to save your steps, save your time, and make you feel
ter about the whole business of housekeeping!

has been designed to control the "work flow"—with three basic sections
ere kitchen work is grouped by function.

example, at the left of the picture, you see the food preparation and
an-up center. The gleaming Crane All-American sink and a dishwasher
set side-by-side in a colorful counter-top island of Crane cabinets to
ve both kitchen and dining room.

posite is the cooking center, with a combination of Select-A-Range
ts. At the far end is the receiving and storage center, with plenty of
ne cabinets grouped within easy reach.

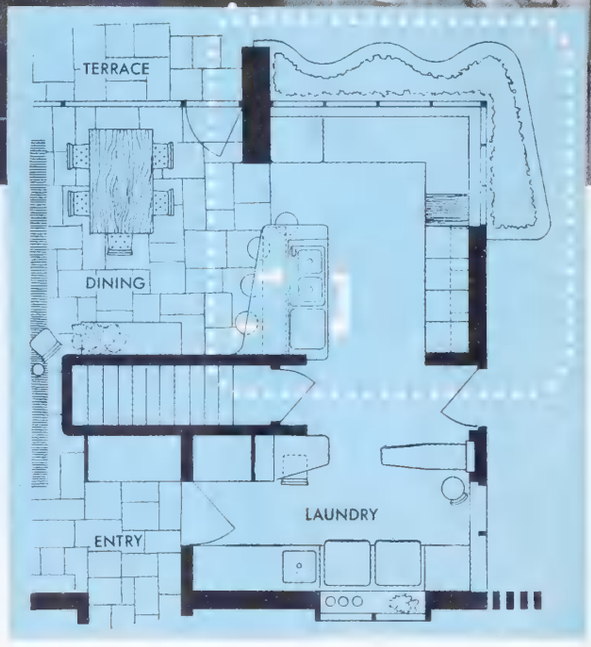
ese centers not only control the kitchen work—but the kitchen itself is
control room" for the house. You can see from the floor plan how the
hitect has provided access and supervision to dining room, play yard,
ndry, carport and front door . . . all with an indoor-outdoor open feeling.

e the idea? Want to know more about it—and about other exciting new
m ideas like this? Then see your Crane Plumbing and Heating Dealer,
ore you build or remodel. Ask him to show you Crane's Sketchbook of
as for kitchens, bathrooms, utility rooms. Or write Crane Co., 836
th Michigan Avenue, Chicago 5.

COME TO

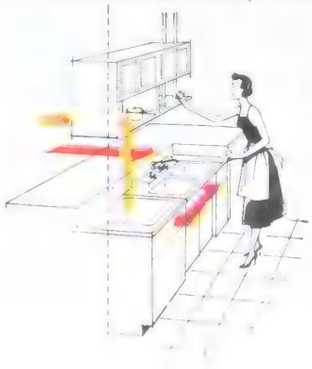
CRANE

FOR IDEAS



A new kitchen idea from Crane's national architectural competition

This unusual, but completely practical kitchen groups related equipment together, provides direct access to laundry, carport, play yard, dining area and terrace. This kitchen is really a "control room" for the whole house. The architect is Bernard H. Bradley, La Grange, Ill.



See how the handling of dishes is streamlined. When you clear soiled dishes from the dining table, you don't have to walk into the kitchen each time. Just put the dishes on the counter. Then through the Crane All-American sink for a quick rinse, and into the dishwasher. Clean dishes go on shelves that are equally accessible from the dining area.

Now, for the first time, a floor fashion captures the full color and mood of contemporary living. The multi-hued pattern is equally at home with modern or provincial settings. What's more, you get twice the service from California Casual, because it's identical on both sides. See California Casual, today!

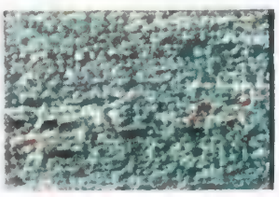
If not listed, write for the name of your nearest dealer

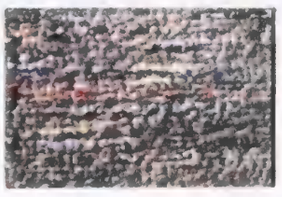
B. ALTMAN, NEW YORK
MARSHALL FIELD & CO. CHICAGO
THE BROADWAY, LOS ANGELES
HIGBEE'S, CLEVELAND
RICH'S, ATLANTA

California Casual

59.95* 9′ x 12′
4.95 SQ. YD.







Chenille Rug Co.

MINNEAPOLIS 14, MINNESOTA

*slightly higher in N. Ca & Pac. N



Here, traditional blends with modern, and the lovely texture of Wall-Tex enriches the whole ensemble. Wall-Tex keeps its beauty year after year — and its sturdy fabric protects against plaster cracks.



For bedrooms and all rooms — dozens of beautiful new Wall-Tex patterns with waterproof surfaces that are actually scrubbable. Even steamy bathroom showers won't dim the lovely Wall-Tex colors.



…viting as the food itself — and so practical for dining areas, kitch-…s and bathrooms. Prints and solid colors in newest shades, average …ice about $3 for 24-inch rolls 18 feet long.

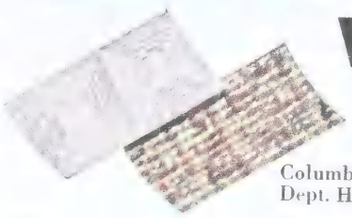
Brand new and beautiful !
Wall fabrics by Wall-Tex

For a thrilling first-time showing of the new Wall-Tex patterns, visit your decorating store now. See the depth of color and textured beauty of Wall-Tex, something only *fabric* can offer. There's nothing like fabric to give your walls a *luxury* look. Nothing like fabric for lasting beauty. And when you compare prices, you will be surprised to find that Wall-Tex is very easy on your budget!



So easy to hang !

Anyone can apply Wall-Tex. It is pre-trimmed, ready to hang. Edges are straight and true for perfect matching. The strong fabric won't tear. Rolls are only 24 inches wide, easy to handle! If you prefer a decorator, your dealer will gladly recommend one for the job.



More new textures! All-over textured designs with the rich beauty of Wall-Tex fabric.

WALL·TEX

fabric wall coverings

Columbus Coated Fabrics Corp.
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Guaranteed by Good Housekeeping

Send your free color folder and swatches of Wall-Tex.

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MALACCA *modern*

Here is Modern Furniture of basic Swedish and French detail with a Far Eastern influence, finally brought within sensible budget brackets. Here is luxury styling developed in solid mahogany with mahogany veneers and imported cane panels of long lasting quality. Malacca Modern is an open stock series of dining, dinette, alcove and bedroom pieces completely functional for adaptation to any size room or budget. Representative groups can be seen at most better furniture and department stores or by writing for complete folder and name of our dealer nearest you.

HICKORY MANUFACTURING COMPANY

Bedroom — Furniture — Dining Room

HICKORY, NORTH CAROLINA





WINDOW SHOPPING

CONTINUED FROM PAGE 64

PASSPORT'S IN OR-
itto your tickets, baggage landing cards, and for- ency when you file them the designated compart- this imported passport de of topgrain cowhide green, or tan, it comes in gold with a name or m, measures 6¾" x 4¼". d. Camalier & Buckley, nnecticut Avenue N.W., on 6, D.C.



UTER'S COFFEE R. Now we've seen every- This newest breakfast- instorm is for the men coffee in sprint position, make a Dagwood dash train. A solid aluminum 2½" long, has a polished dle, and it cools a too- age in seconds. The alu- bsorbs the heat. $2.50 from CarnesCraft, Box ield, Connecticut.



T SKATES are sen- ings on the heels! On wheelers your children ong pavements as swift- rcury, break the sound e space men. Each skate ial rubber wheels, cen- balance, that absorb shock. Fine for indoors es, too. $6.95 the pair, ket Skate Co., 1125 St., Burbank 39, Calif.





cked-in Frog

st of the 2½ inch pin frog urely so your carefully ar- ers can't tip over. Gleaming tside, durable porcelain- le, the eight inch bowl with d may be used for candy, ven with nothing in it, this owl with its sparkling green n attractive ornament.

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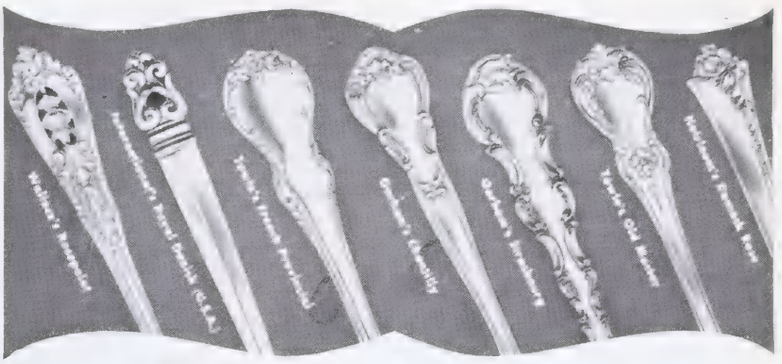
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ys 1250—143rd Ave., San Leandro, Calif.



I Make the Best Coffee in the World!

At least, that's what my family (it's a big one) and friends say. And I'll let you in on a secret: I don't use expensive coffee (I just buy whatever's on sale) and I skimp like mad (use about ⅔ what anybody else does), but it tastes wonderful—even my husband's mother says so! Tell you what: I'll give you my secret for $1. It's a new filter I invented that never needs replacing, does away with messy cloth and paper filters and is guaranteed to make better coffee or your money back! Just tell me what kind of coffeemaker you use: Vacuum, Silex, Cory, or Sunbeam Model C30A (large tube) or C30 (small tube) and send me $1 (add 3% sales tax if you live in California); I pay postage. If my filter doesn't do all I say, send it back and I'll return your dollar with no questions. Write Aunt Julia, Dept. BH-10, Box T-1, Carmel-by-the-Sea, California.



MACY'S SILVER CLUB PLAN

$5 DOWN, $5 MONTH

for your 24 piece sterling silver set

- Receive your entire set with your first payment
- Choose from over 190 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Stieff, Watson, Smith, Alvin, Whiting, etc.
- For 4 place settings (24 pieces) $5 down, $5 a month;
- For 6 place settings (36 pieces) 7.50 down, 7.50 a month;
- For 8 place settings (48 pieces) $10 down, $10 a month;
- For 12 place settings (72 pieces) $15 down, $15 a month
- You may take up to two years to pay. Monthly payments on some patterns are slightly higher.
- You never pay more than the nationally advertised price. And in some cases you pay even less, including carrying charge where it applies.
- Receive without extra charge, a wood anti-tarnish silver chest, 6-piece place setting includes: 1 each luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader. Silver Shop, Street Fl.

- FREE with your order a salt spoon lapel pin in the identical pattern you choose.

MACY'S, Box 70, N.Y.C. (1) HB10

Enclosed, $____ down payment

Pattern ____ No. of settings ____

Name ____

Address ____ Apt. # ____

City ____ Zone ____ State ____



Black Magic

MAGAZINE RACK

High style and handy—this Black Magic Magazine and Book Rack—to hang on the wall or stand on the floor in living room, bedroom, kitchen or bath. In lacy pierced metal with rolled edges and scroll feet. Balanced to stand, easy to carry. Holds all sizes of magazines. Size 15" ■ 9" ■ 5" deep. In smart flat black. So handy, Only

$3.95 Plus 35¢ postage

XMAS GIFT CATALOG in sparkling color available Oct. 1st! send dime NOW!

All gifts must delight you or your money refunded.

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TOAST DOME

Hard-to-find table accessory . . . an attractive toast cover. Clear plastic dome with a handsome monogram in white and gold, or any color you wish. Perfect for breakfast table and breakfast tray. Two holes on top keep toast from over steaming. Also makes good cheese cover. 7" in diameter.

$7.95 includes postage.

No C.O.D.'s, please

EDITH CHAPMAN

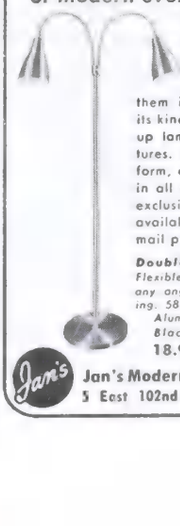
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send 25¢

shop from greatest collection of modern ever assembled!



America's leading modern decorators selected their favorite lamps and tables for us. We assembled them in the biggest catalog of its kind. Includes floor, table, pin up lamps, ceiling and wall fixtures. Imaginative tables — free form, cocktail, coffee, end-tables in all woods and finishes. Many exclusive with us. Every piece available by mail — at direct-by-mail prices. Send 25¢.

Double Gooseneck Floor Lamp *Flexible gooseneck arms adjustable to any angle. Direct or Indirect lighting. 58" high. 4-way control switch. Aluminum ■ Brass Finish; or ■ Black, Chartreuse, or White.* **18.95** *express collect.*

Jam's **Jan's Modern Lamps, Inc. Dept. B-10**
5 East 102nd St., N. Y. C. 29, N. Y.



for **CHRISTMAS GIVING**

Plump sun-ripened berries and fruits; slow-cooked the old-fashioned way in open kettles, using only sugar and fruit. Packed in rustic gift boxes decorated with Oregon forest sprays and cones. Unusual personal and business gifts.

"CHUCK WAGON" BOX. Five assorted 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves. Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones.

Shipped prepaid, **$3.25**

FREE BOOKLET LISTS GIFTS $2.95 to $31.75

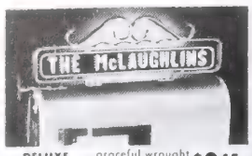
JANE AMHERST
1903 N. Argyle, Portland 17, Ore.

☐ Send boxes listed on enclosed sheet ☐ Send booklet.

Name ____

Address ____

City ____ Zone ____ State ____



DELUXE MAILBOX MARKER — graceful wrought aluminum adds beauty — STYLE EM — $3.45 Postpaid



NAME & NUMBER MAILBOX MARKER — wrought aluminum frame — STYLE NM — $3.95 Postpaid



LAWN MARKER — 24" wrought aluminum stand — STYLE L — $2.95 Postpaid



MAILBOX MARKER
fits any mailbox
install in a minute
STYLE M — $1.95 POSTPAID



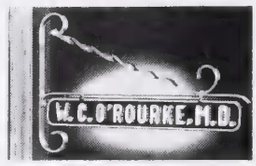
NAME & NUMBER LAWN MARKER — wrought aluminum frame and 24" stand — STYLE NL — $4.95 Postpaid

DAY-n-NIGHT MARKERS

These attractive markers make it easy for friends to find your home DAY-n-NIGHT — and they make thoughtful gifts! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights — even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- Reflector lettering on both sides
- Distinct DAY-n-NIGHT
- Lifetime aluminum plates — rustproof
- Permanent lettering — raised in solid plates
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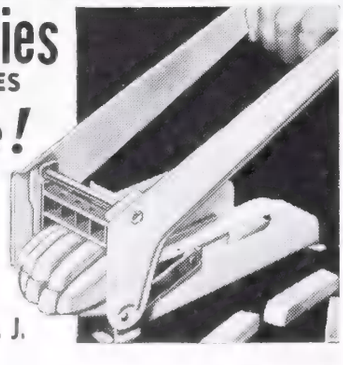
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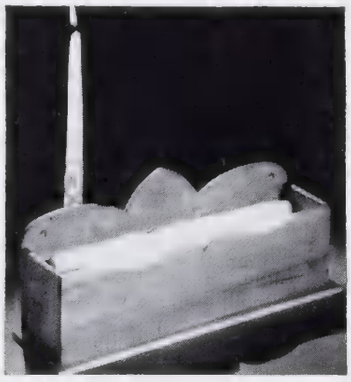


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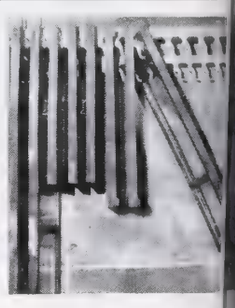
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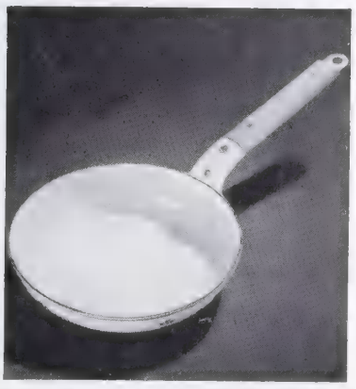
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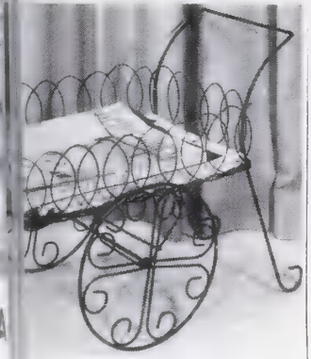


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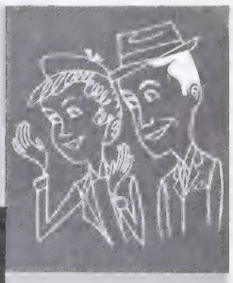
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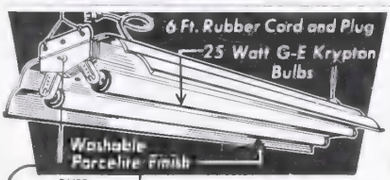
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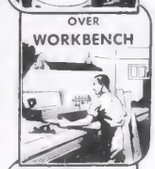
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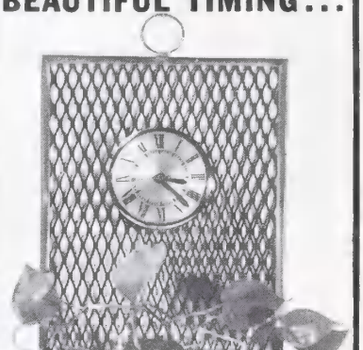
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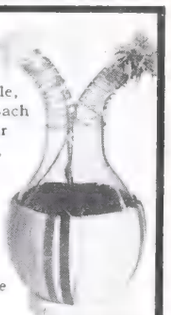
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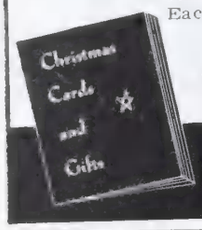
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Artist's Sketch
OF YOUR HOME





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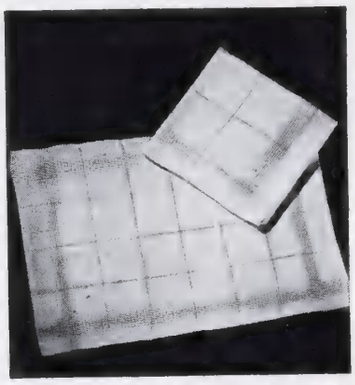


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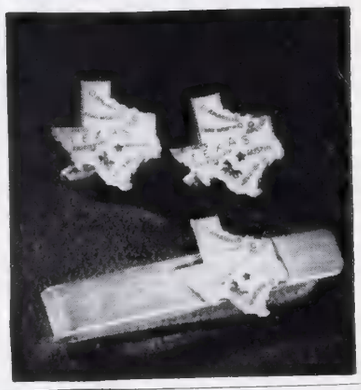
Miles Kimball 23 Bond St. Oshkosh, Wis.



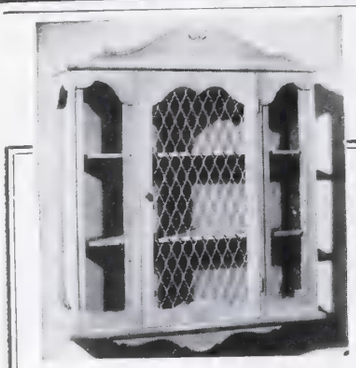
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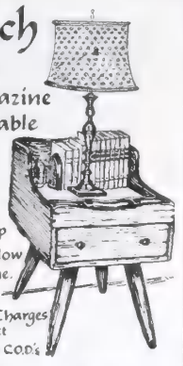
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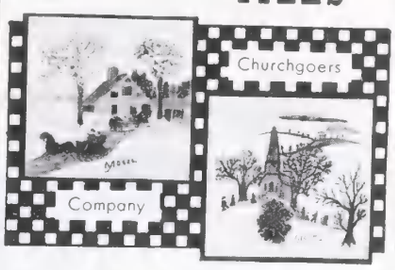
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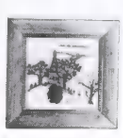
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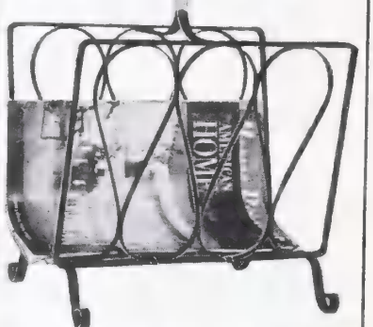


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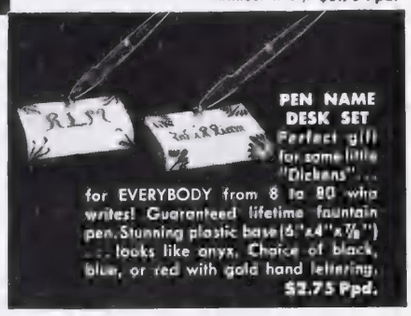
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FOR THE TRICYCLE TRADE—Miniature handle-bar baskets, made of hand woven New England ash. Beautifully hand painted. 2 leather straps. (11" x 6½" x 6½") **$2.50 Ppd.**

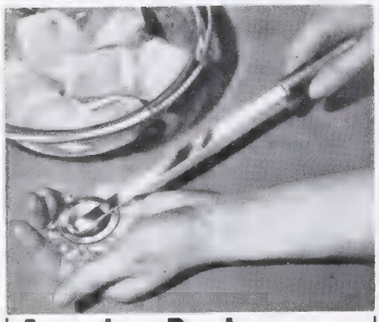
FOR THE BICYCLE BRIGADE — Regular size bicycle basket (13½" x 9½" x 9½") **$3.25 Ppd.**



PEN NAME DESK SET Perfect gift for some little "Dickens"... for EVERYBODY from 8 to 80 who writes! Guaranteed lifetime fountain pen. Stunning plastic base (6"x4"x⅞") ... looks like onyx. Choice of black, blue, or red with gold hand lettering. **$2.75 Ppd.**

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SPECIFY SURNAME, FAMILY NAME, INITIALS OR OTHER.
No C.O.D.s. Send for FREE Catalogue.

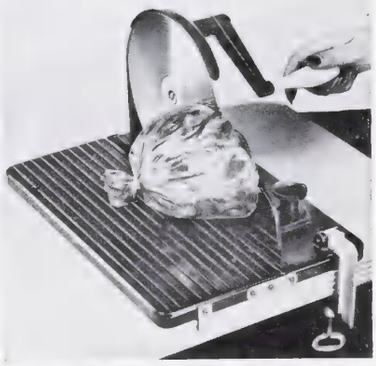
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Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. *Only* **$1.00** postpaid. "If a resident of Pa., kindly add 1% Sales Tax to your order." Immediate delivery from

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A Complete Dinner for Four. Just Heat and Serve.

Tamales, Enchiladas, Mexican Beans, and Chili combine the real flavor of Mexican cookery to make a wonderful dinner for four.

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Swedish Dalarnian design hand screened on imported Belgian Linen in gay peasant colors. Masterfully detailed and tailorea. Adds freshness and gaiety to your party or card table. 36" square Cloth and four Napkins and the adorable matching Tea Apron will make a truly lovely gift for many on your gift list.

5 Piece Set **$5.00** postpaid 2 Sets for $9.50 ppd.

Tea Apron **$1.50** each postpaid

Send Check or Money Order

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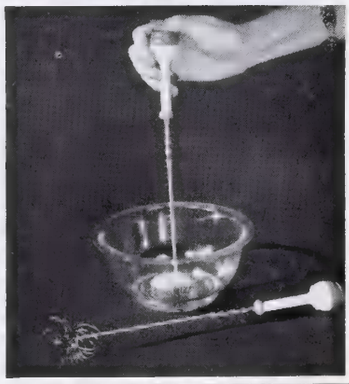
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heads of 8 composers, r
relief, are chalk-white a
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All the greats from
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you can throw away
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has a gay plastic ha
to clean, and there'
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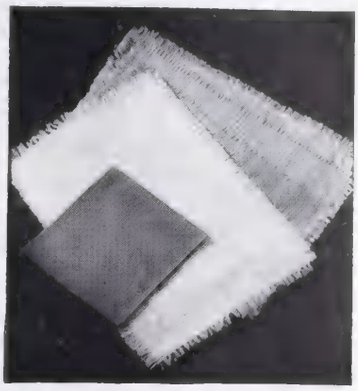


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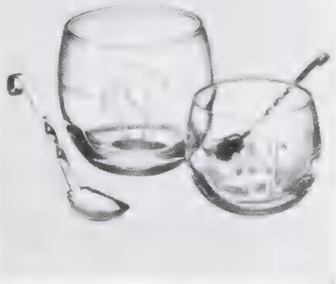
N PLACE MATS, the ve seen in this most popu- en design, come in ab- delectable colors. But ll, they emerge from the machine looking better r. And, of course, they ironing, are heat-resist- oose sandalwood, aqua, white, pink, or hunter 1.25 each. Matching linen 65¢ each. Ppd. Susan arpentersville, Ill.



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HER OVER with a -picture set of match- l bowls, and her table le with good taste. The bowl has a 3½" ster- ladle; the mayonnaise 3" high, has 4½" ladle. hand-cut 3-letter mon- d the beautiful feature e: jam jar, \$2.45; may- owl, \$2.95. Set is \$5. dith's, Evanston 25, Ill.



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Our exclusive imports hold the delicious divertissement for Martini, Manhattan and Gibson. Each bowl complete with six silver-plated picks—onion, olive or cherry-tipped. And if a thank-you gift is due a host—need we say more! 8.95 each (Federal tax included). Mail, phone.

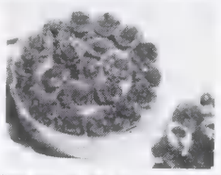


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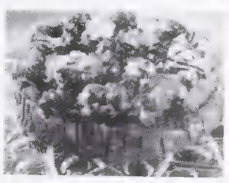
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Matching Delft display Holder, (holds 6 knives) 5.00

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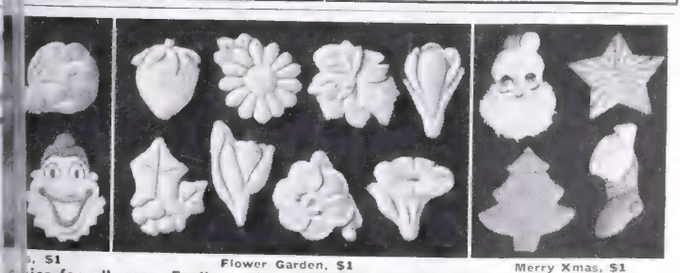
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make worlds of room—save worlds of trouble! Set of four fits neatly to cover *entire* table without gaps—prevents messed-up cards and food spillage. Players can stop in mid-game without fuss or bother, and how they'll enjoy these *extra roomy* trays! Wonderful for snacks and meals while watching TV, too.

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...ies for all ages. Easily made. ...ions. Flower Garden set 8 ... size like little cameos. You ...ookies.

SPECIAL OFFER: With 2 sets ½ oz. Xmas red color free. With 3 sets red, yellow, blue, green, free. Add 20¢ toward post. Guaranteed to make you happy.

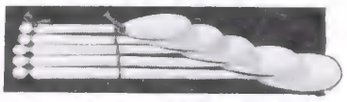
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For cool comfort while you beat and stir, send for these handy, strong, smooth cooking and salad spoons. The set of five, in the ideal range of sizes, is only **\$1.00** prepaid.

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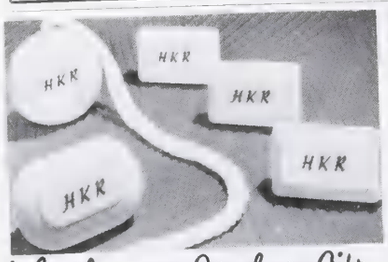
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"the Design Lasts as long as the Soap"

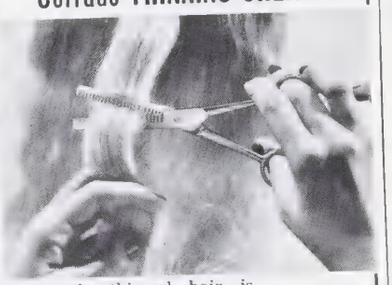
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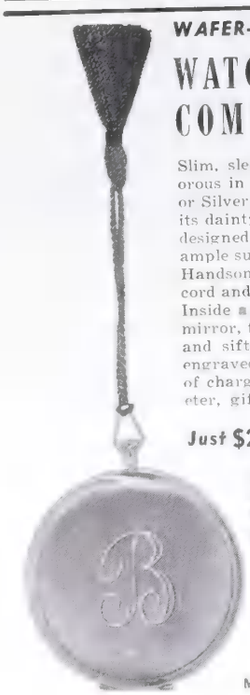
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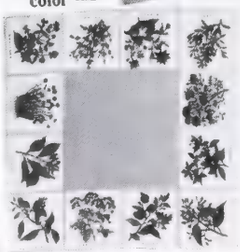
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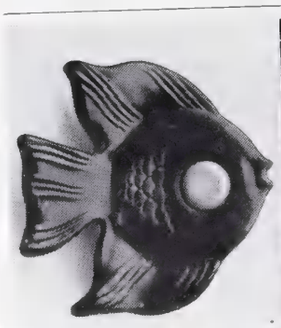
who likes to cook or f who is proud of her this hefty, handsome ping block. It's big tenderize a steak, and chopping onions or you have plenty of 11" square, 4" high, French Cleaver is ma less steel, $7.50. Post Jensen, 667 Fifth Ave 22, N.Y.



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(*Continued on page* 81)





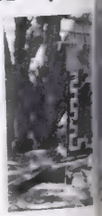
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A FOOD STORAGE CENTER like this with four sliding shelves is a must in any kitchen. Actually each of these shelves will hold 15 No. 2 cans. Think what a storage boon that is to any kitchen.



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or removed to let in sunlight



Canvas craftsmen can re-cover your
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Look ahead to a cool, carefree sum
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RE-COVER YOUR AWNING FRAME
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THE CANVAS AWNING INSTITUTE INC



WINDOW SHOPPING

CONTINUED FROM PAGE 76

US PAINTER (you
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air of unpainted side
d then won't you both
pretty! They have solid
sts, hand-woven oak
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for you to decorate.
by Blue Ridge moun-
4" x 18" x 36" high.
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g bills. This kit keeps
g like a fashion plate
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fferent kinds of spots.
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pear. With chart and
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Kit includes:
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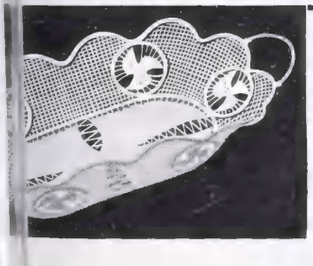
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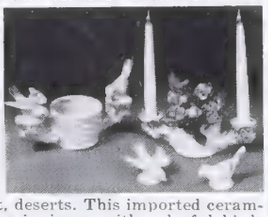
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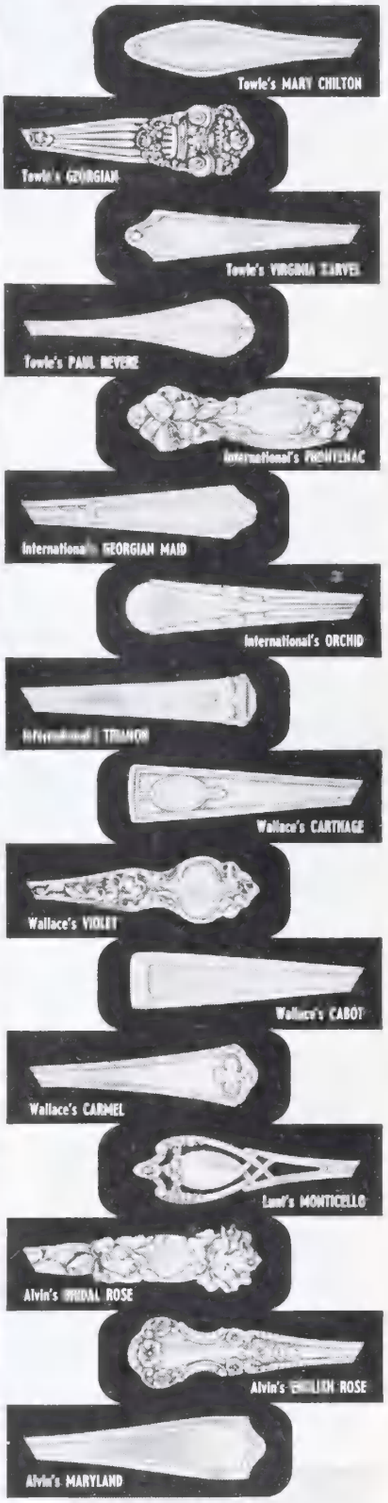
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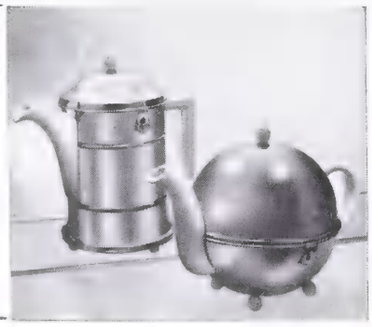
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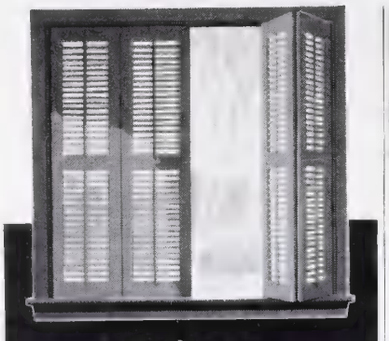
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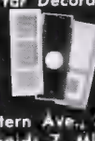
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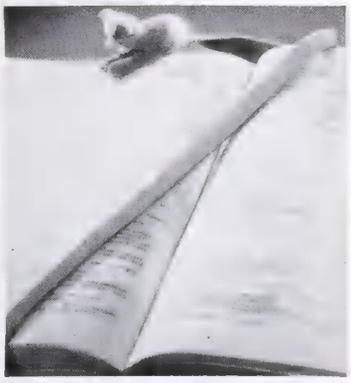


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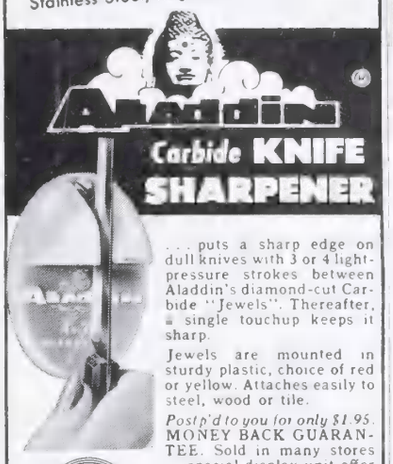
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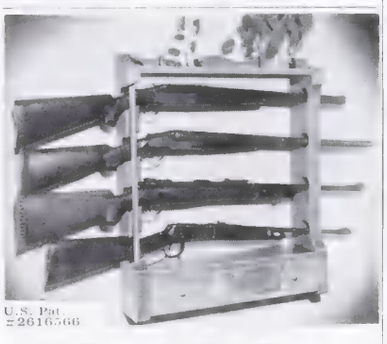
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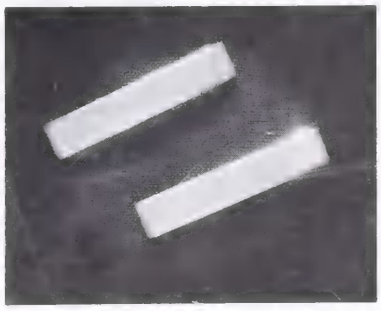
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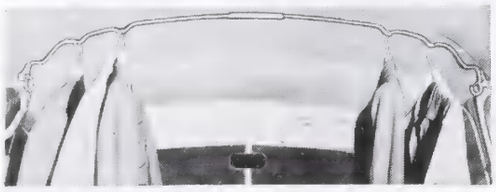
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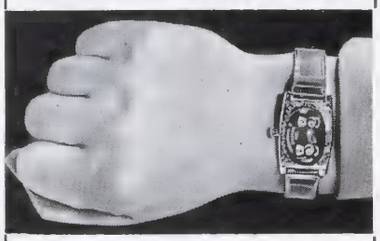
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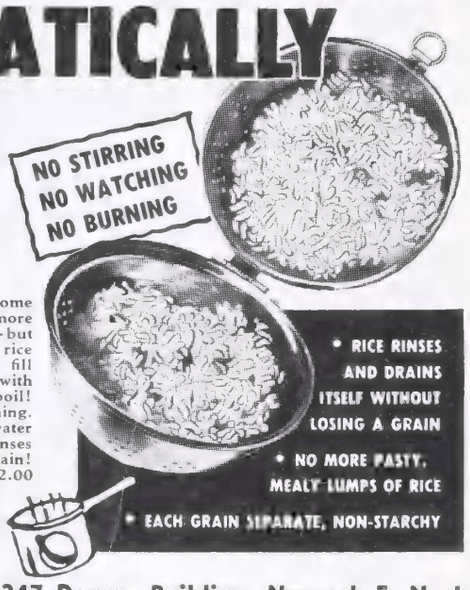
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Old-fashioned . . . yet so modern! Add a bright note to any table setting. Ideal for ash trays, coasters or miniature wall decorations. Delicately beautiful rosebud patterns in soft pastel tones . . . hand-painted on white durable Bone China . . . with gold-traced pie-crust edges.

Make wonderful gifts. So, when you order yours, why not include several sets for Christmas, and take advantage of the dozen price!

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Imported Bird Call

A simple twist of this unusual bird call sends forth a cascade of chirps, coos and trills that have birds winging their way to you in no time at all! From Western Germany, designs vary but each is enchantingly hand-carved and brightly colored. Order Number **GM-6707** Bird Call

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"WUNNERBAR"

That's Pennsylvania Dutch for "wonderful." And wonderful is the word for these decorative Pennsylvania Dutch designs. Easy to apply to furniture, doors, cigarette boxes, bookcovers, etc.

No. 10 DECALS. Large sheet of 43 decals. Authentic, quaint, colorful. Postpaid $1.00

No. 100 AECD PATTERNS. Matching patterns in four sizes for painting and needlework. Postpaid $1.00

Complete set of decals and patterns, Postpaid $2.00

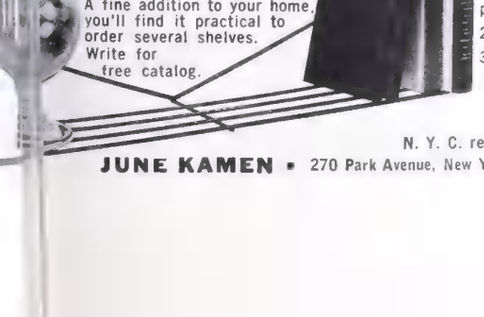
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R. W. CUMMINGS, LANCASTER 3, PA.

'CH-ALL SHELF

Here's a smart, versatile shelf, perfect in the **kitchen;** cook books, recipes, tea towels. **Living Room;** books, bric-a-brac accessories. **Nursery;** children's books, toys. **Bathroom;** towels, supplies. A fine addition to your home, you'll find it practical to order several shelves. Write for free catalog.

$3.95



SHELVES $7.50 pair
28" L x 5¼" H x 6¾" D

APOTHECARY JARS
charming for pretzels, cookies, candy jars . . . endless decorative possibilities.

2½ qt.—12 in. high **$5.00**
3 qt.—14½ in. high **$5.95**
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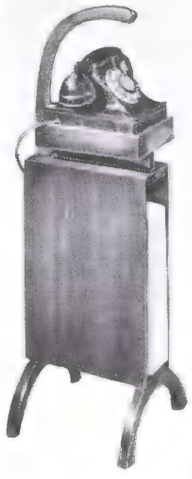
jars, add 25c handling charges.

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New PHONE CADDY

means extra convenience for your home



Portable Phone Caddy, practical as a telephone desk, yet fits in fraction of the space. Holds phone and book and is equipped with pull-out writing slide and pencil tray. Easily put out of sight, may be carried to any spot by convenient handle. Size, 11¼"x 9¾"x31". Available in Mahogany or Maple.

$8.95 Postpaid

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ROTARY WINDOW TERRACE

Sensational new indoor planter! Artistically designed with a practical idea! A light touch turns your plants to meet the sun and air. Modern lines show three planting rings, graduating from 13 to 8 to 4 inches in diameter. An unusual touch to delight the indoor gardener. Circular shelf is gleaming aluminum. Planting rings are aluminum finished to compliment every decor. Gift packaged with detailed assembly and planting instructions. Order one for your home . . . one for gifts!

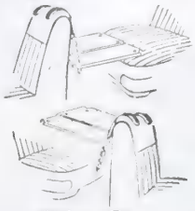
An unusual value . . . **$3.98** postpaid

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MAIL ORDER DIVISION
808 Bigelow, Dept. HB-1, Peoria 5, Illinois

SAFE AUTO PLAY-DEN

FOR YOUR YOUNGSTER!
Makes Travel With Children a Pleasure!



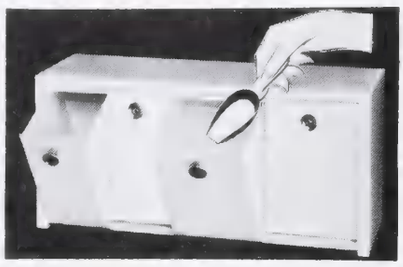


This back-seat blessing turns the rear of your car into a safe play-den and bed for children. Adjusts in height to make a travel desk or table. Telescopes for narrow or full width. Use as crib when you take small fry to drive-in theatres. Sets up or removes in seconds. Only $10.95, delivered. Send cash, check or money order *today!* Full money-back guarantee. And write for FREE Catalog of Gifts & Gadgets.

Mrs. Damar 342 Damar Bldg. Newark 5, N. J.

NOW SUGAR, FLOUR etc., ARE ALWAYS HANDY

Beautiful Tilt-Out Storage Bins Open—Close—With One Hand!



A clever kitchen wife must have designed these slick, removable canisters that tilt in and out, require no lids to fumble with, and in addition give extra usable space on top. Cabinet sits on a shelf, or hangs on the wall and needs no "clearance" space. Gives any kitchen the modern "custom-built" look. Gleaming white enamel has chrome knobs; 2 bins hold 5 lbs., 2 bins hold 2 lbs. Wonderful for coffee, tea, flour, sugar, etc. Stands 9⅝" high, with top that is 20" wide x 6⅝" deep. Only $9.95, plus 50¢ for insured delivery. 10-day money-back guarantee. Send check or money order *today!* Write for FREE Catalog.

MRS. DAMAR 340 Damar Bldg., Newark 5, New Jersey



Grandmother's Bracelet

Sterling Silver

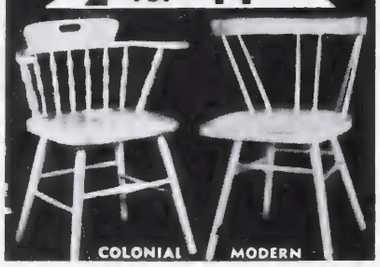
Here at last is something every grandmother will be proud to wear. A sterling silver charm bracelet that records the name and birth date of each beloved grandchild. Each silver dangle disc is engraved with child's first name, month, day and year of birth; bracelet has plenty of room for additional discs for each new grandchild. Equally suitable for a fond aunt or Godmother. In ordering be sure to print plainly name and dates.

BRACELET CHAIN . . . . . **$1.00** ppd.
EACH ENGRAVED DISC . . . **$1.00** ppd.
(Add 20% Federal Tax)

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YOUR SMARTEST BUY!
Solid Birch or Maple
Captain's Chairs
READY-TO-PAINT
2 for $14.95



SMART BECAUSE—factory low prices save you money! You'll use them in every room—clean carved lines blend with all your furniture. **Completely assembled**, smoothly sanded ready to paint, stain or lacquer. **Solid birch or maple** construction will last thru year after year of rugged use. Seat 17" x 16½" overall ht. 28½". Packed 2 of a kind to carton—minimum order accepted, 2 chairs.

Fast delivery—shpg. chgs. collect. Send Check or Money Order. Money-Back Guarantee.

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Sturdily made of beautiful hard Italian beechwood by real Italian craftsmen . . . finished satin smooth in natural color . . . Special form fitting features for fine clothes.

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MARK SCHOOL CLOTHES NEW EASY WAY!

"MIRACLE MARKER"

IRON-ON NAME TAPE

• NO SEWING . . . just touch with an iron and it's on for good! • PAYS FOR ITSELF in lost articles recovered • STAYS ON won't fade off, wash off or clean off.

UNCONDITIONALLY GUARANTEED

100 names $2.00 Postpaid no C.O.D.'s

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WINDOW



THE BARE BULB, risi
a sore thumb from an ugl
fixture, needs as chic a
dress as this Wall Light D
It's made of white-enamele
forated steel, and it clips
to the electric-light bulb.
only *looks* wonderful, but
fuses the light and elimina
glare. 12" long, 6½" wide
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LOW BUT BEHOLD t
style of it! This beautif
stool has a solid cherry ba
tiny diamond tufts uph
over foam rubber in fin
or damask (advise color).
may have it with a nee
canvas and yarn for you
Return the finished tape
the stool will be upholst
you. 11" x 14" x 9½
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rageous foot flatterer.
Capezio, is a shoe worth
up your heels about. I
throated shell with a
leather heel, and comes
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gunmetal kid, or in cam
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Send shoe size. $9.95 pp
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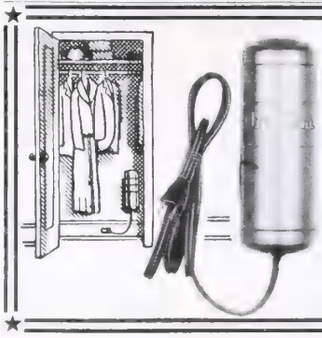
decorative

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Brighten any wall with this new, a
planter. Delightful bird cage design
metal with bright white ceramic plan
and delicate-looking yet sturdy, it's
fect showcase for your plants—the
decorative touch for your home. Ad
wherever it hangs. 15" high x 12" wi
available in gleaming brass wit
planter. Only **$5.95** postpaid.

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AIRDRI is the new, safe way to keep d
mold and mildew out of closets—circulat
dry air. Just plug it into any outlet—n
cals, no odor, no refills, and no movi
Guaranteed to operate 5 years without
Underwriters approved, protect your gar
pennies.

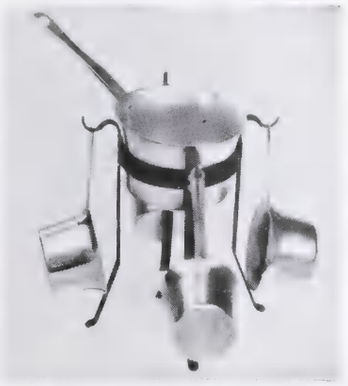
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SHOPPING



ING AROUND the big are four baby pipkins, serve you melted butter ter or artichokes, syrup akes, sauce for desserts. all made of bright, bur- opper and they come on wrought iron stand with ipped feet. Big pipkin has andle, holds 5 ounces. us 35¢ post. Foster House, Court, Princeville, Ill.



E NEW YORK IN G, how about you? Then nt this set of 3 prints, no hat. You can practically e sunlight in them. Pro- a new 6-color process, n white shadow boxes, ure Washington Square, a, The Flower Wagon. 12", $6.50 each; $17.75 d. Fulton-Beebe Prints, Queston Pkwy. No., Mt. N. Y.



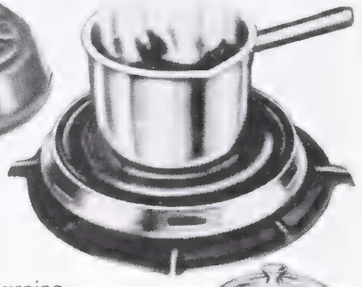
ER'S DREAM is this pitcher of Vista Alegre from Portugal, famous quality of whiteness. he body, molded in re- e animals of the hunt— rabbit, fox, duck, etc. le is a hunting dog, to the pitcher. The out- que: the handle and the glazed. 11" high, $20 ld's Gifts, 142 Fifth York 11, N. Y.



FLAME TAMER Prevents Burned or Scorched Foods!

Makes Any Pot a Double Boiler





- **COOKS FOOD WITHOUT STIRRING**
- **FOOD WON'T BURN OR STICK**
- **PREVENTS BOILING OVER**
- **NO SCOURING**

No more danger of foods boiling over or burning, no more messy blackened pots and pans to clean! *Flame Tamer* makes a double boiler out of *any* pot. Just place it under pots and pans—and there's no chance of burning or scorching foods. The steel air-cushion insures the slow steady heat that is the real secret of good cooking. Wonderful for reheating foods without "recooking." Try it—without risk! Only $1.98, delivered—and if not satisfied return it within 10 days for refund. Write for FREE Catalog of Gifts and Gadgets.



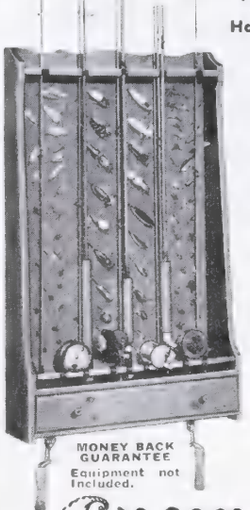
Ideal for reheating foods in china and pyrex containers without breakage.

Mrs. Damar
344 Damar Building
Newark 5, N. J.

Fisherman's Joy

PRETTIEST RACK YOU EVER SAW

Protects *All* His Gear In One Handsome Display



Now, enjoy fishing equipment year round in this wonderful, new show rack. It does everything. Safeguards up to 5 rods, any type or size, in rubber holders. They can't warp, fall out. Shows 5 reels, all types. Neutral gray felt back holds flies, lures, plugs. Hook them in-out in a jiffy. Large accessory drawer. Finely crafted in polished honey-tone knotty pine or mahogany finish. Size 22" x 37".

THE IDEAL FISHERMAN'S GIFT THE ONLY ONE OF ITS KIND.

MONEY BACK GUARANTEE
Equipment not Included.

ONLY **22.50**

Express Chgs. Collect. No C.O.D.'s.

Yield House
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No. Conway, New Hampshire



Multiply Closet Space with the

NEW CLOSET VALET

- Keep hats, gloves, purses, in perfect shape and easy to find in this wonderful New Closet Valet. Clever pigeon-hole effect is actually series of sturdy boxes, smartly finished in tan linen-weave with edges in contrasting color. Each box 13" x 6" x 10"—average shelf holds three sets. You'll want several sets—for every closet in the house. *Satisfaction guaranteed or money back.*

Set of 3, postpaid.....only $1.79

Send for free brochure of wonderful new items.

Shop from Armchair Way...
DOWNS & CO.
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- **Portable** ▪ **Adjustable**
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- ***Raise It*** • ***Fold It Flat*** • ***For Writing***
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Sturdy tubular base & frame in either heavy gauge steel or chrome. Has 1001 uses! FOLDS flat to 24"x16½"x3½". Walnut-finish or formica top 17"x22"—RAISES by fingertip telescope action from 25"—37" high. TILTS *on either side* to any angle up to 75°—has non-slip spring lock.

#152 ADAP-TABLE all metal, walnut-finish top **$10.98***

#352 ADAP-TABLE all chrome, formica top in walnut, mahogany or wheat **$19.98***

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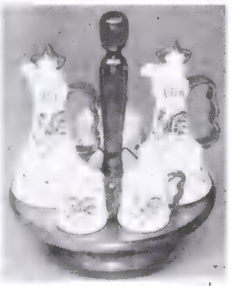
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Dept. 10-B, 133 Lexington Ave., New York 16, N.Y.

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HOME BAR SET
All the tools he'll need to mix any drink—sturdy bar recipe-mixing glass, gleaming stainless steel shaker, authentic bar strainer, long stirring spoon and handy ice-tongs. 5 pc. SET, ppd. **$5.00.**

for her
CONDIMENT SUSAN
All the ingredients she'll need to add spice to any dish—oil and vinegar bottles, salt and pepper and mustard jar nest in revolving hardwood server with walnut finish. Hand painted in gay colors on white glazed ceramic, green handles, 10¼" high overall. 5 pc SET, imported to sell at the amazingly low price of ..... ppd. **$6.95**



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THE WONDER BAR SHOP
P.O. BOX 425-HB • TRENTON, N. J.

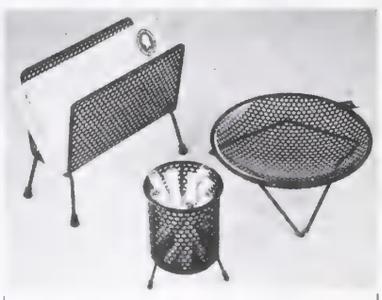


TABLE-TOP TRIO

Ever-popular black wrought iron in a smart new perforated design. Cigarette urn is 2¾" diam., has rubber-tipped legs. Glass-lined ashtray measures a generous 6¼" across. Letter rack is 6" x 6", has rubber-tipped legs, will hold small magazines or paper napkins as well as letters. Grand for his office desk, too!

Cigarette Urn **$1.25** ppd. / Ashtray **$2.50** ppd. — 2-Pc. Smoke Set. **$3.50** ppd.

Letter Rack **$1.75** ppd. — Complete 3-Pc. Set. **$5.00** ppd.

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ittery Point's (Me.) famed carver of ships' figureheads, presented this d. Horace Mitchell upon his marriage to Mary Gertrude Chase. The gs in historic Sparhawk Mansion. Every detail is faithfully retained hand-colored 2 foot x 8 inch reproduction. Certificates of authen- cherished collector's gift—proudly displayed above door or mantel.

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Your Own Name

We will write a warm, sincere verse with the initials spelling your name, as "THE MASONS" is spelled downward by the verse pictured. There's room for up to 21 lines (besides those spelling "THE"). Last two lines call attention to initials spelling your name. Address (or, if you prefer, "Christmas 1953") is on cover. Entire Card plastic-embossed in raised silver on velvety deep-blue paper, 5½" x 4¼" French-folded.

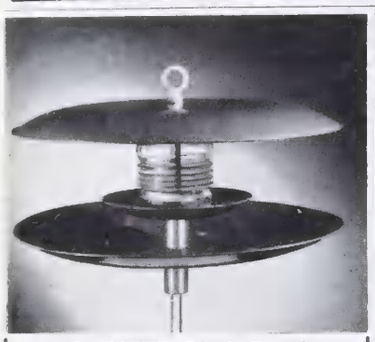
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Yours Free! Exciting 56-page Catalog of new and unusual Greeting Cards, Gifts!

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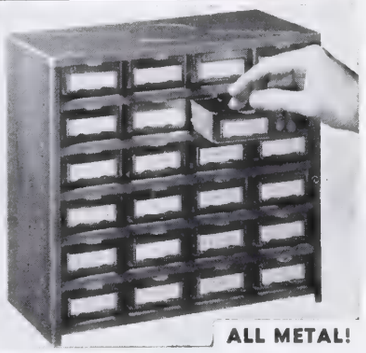
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Ideal gift for all bird lovers on your Christmas list is this new and decorative Kepe-Nete Bird Feeder. 7" inside feeder tray prevents feed from scattering, getting wet, souring or falling on your lawn. Top and bottom trays are 15½" diameter. Threaded for mounting on a ⅜" iron water pipe. Wooden pole may be used or hang feeder by finial. Steel trays are finished in baked Palm Green enamel, other parts aluminum and chromium. Glass and feed confiner tray hold 1½ pounds of feed. A child can take apart and clean. Order one for your own yard, too!

Only $9.95 ppd.

Satisfaction Guaranteed

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ALL METAL!

Jiffy Cabinets

For Every Little Thing From Buttons to Bolts! **$9.95** post-paid

Screws, nails, tackle, photo supplies (1,001 things) are filed in a jiffy in this handsome, 24-drawer steel cabinet with gray aluminum hammer finish. Solid aluminum drawers are 6" deep, have removable dividers, index labels, guides. Ideal in home, office, store, workshop! Available with 8 drawers for $4.95; 12-drawer size is $6.95, 32-drawer size is $12.95. Order today!

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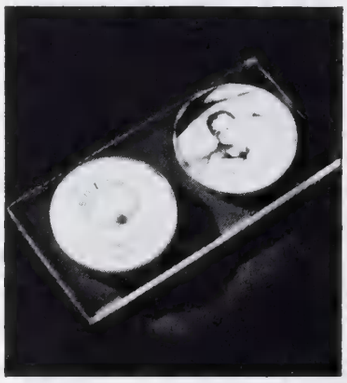
MEREDITH'S of EVANSTON 24, ILLINOIS

WINDOW SHOPPING



DIRECT-ORY ANSWE

you're like us, fat telepho rectories are always a pr when it comes to finding conspicuous yet handy pl park them. The answer attractive wrought-iron sta will accommodate any size With rubber-tipped feet, partment stand, $3.50; 4-co ment, $3.95. Add 20¢ posta terior Trends, 25 Underhil Brooklyn 25, N. Y.



YES SIR! THAT'S BABY! This 3" x 6" paperweight is perm mounted with two ke sealed in Lucite discs. first snapshot in one, his beads or necklace in th His name and birthdate scribed in gold, and you cherished reminder alway you. Send picture and $6.95 postpaid from K Shops, Union City, N. J



THESE GET BUTTI

each cookie. Delicious, jammed cookies are a t you just can't pass up. come beautifully packed individually wrapped phane and partitioned i velous shipping crate, breakage is virtually sible. Over 100 cookies p $5.50 ppd. Mrs. Kornrei Bakery, 2855 N. 3rd waukee 12, Wis.

(Continued on page 93)

Burn Your Rubbish
in your backyard

"Yard Boy"

INCINERATOR



Quickly, safely reduces to fine ash all burnable trash from house or garden—paper, leaves, rags, garbage. No mess, no sparks. ***Endorsed by users and Fire Prevention Bureaus from coast to coast.*** Lights at top, burns down. No extra fuel needed. Weather-resisting Porcelain Enameled iron.

Write for illustrated circular Prices f.o.b. New York.

No. 1—1½ bu., wt. 70 lbs. $44.00
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J. W. FISKE IRON WORKS (Est. 1858)
Ornamental Bronze & Iron Work
78 Park Place, Dept. B, New York 7, N. Y.



Create
YOUR OWN LAMPS!
STAND A LAMP

T. M. U. S. PAT. OFFICE

Now you can have an endless variety of smart lamps, each your own original creation. Simply mount your figurines, toys, planters, vases, or antiques up to 15 inches tall on a Stand-A-Lamp, adjust the stem to the exact height you desire, and add a shade.

Beautifully finished solid hardwood base has hidden rubber feet, polished brass adjustable stem, approved wiring.

Choice: 1. BASE: 7" round, 6½" sq., or 6" x 8" rectangle.
2. BEAUTIFUL FINISH: Walnut, Mahogany, Maple, Blond, or Dull-Black . . . We match pairs.

An ideal gift **$5.95** ea.

ADJUSTABLE STEM and wiring complete (as above less base). Use your own base of wood, ceramic, etc.; simply drill hole for stem. Instructions included. $3.95

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LEXINGTON ART 968 Lexington Ave cat

SAP BUCKET ROCKER

A little girl, rosy from her bath and cozy in her quilted dressing gown will pull this up to the hearth and toast her toes while listening for Daddy's arrival. Or young Hoppy will find it "super" for televiewing his favorite programs. The chair's as cute as its owners, too. Made of golden amber color pine, its padded chintz covered seat is about 6½" from the floor; overall height 13½". You can easily recover seat with your favorite material. A marvelous child's gift. (Not recommended for a child over 3½ or 4 years.) $7.95 postpaid, check or money order. (West of Mississippi River, add 25¢ postage). Satisfaction guaranteed.



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Connoisseur Luxury

in America's finest power loomed rug

Paint a picture of elegance in your home with the jewel-like colors of a Karastan rug. So beautifully patterned, so richly highlighted that even collectors of priceless antiques choose a Karastan to complement their furnishings. Who'd believe its velvety pure worsted pile could wear so superbly . . . or that its price tag could be so considerate? For example, Karastan #762 in approximately 9x12 size, $359.50



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WINDOW SHOPPING

CONTINUED FROM PAGE 88

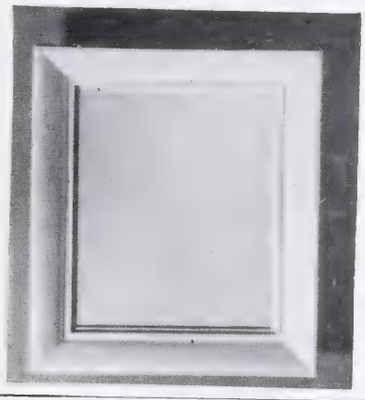
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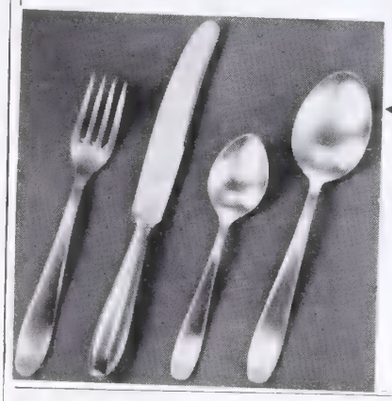
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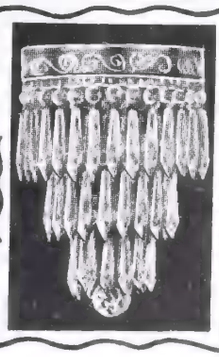
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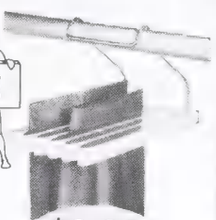
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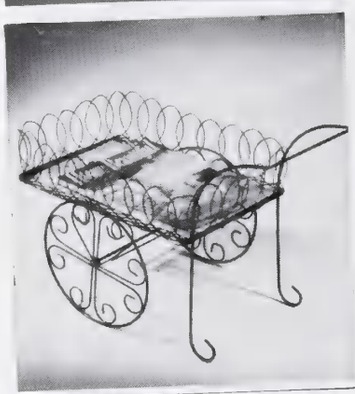
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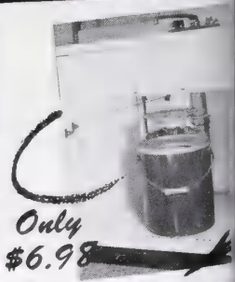


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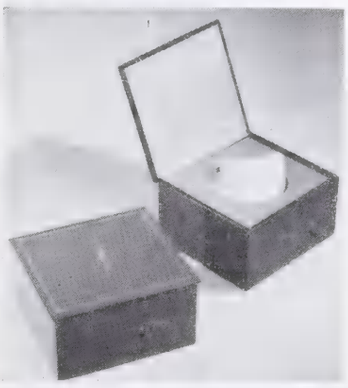
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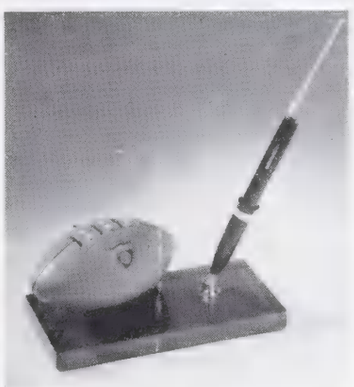
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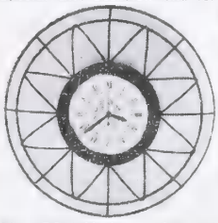


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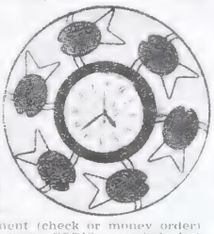
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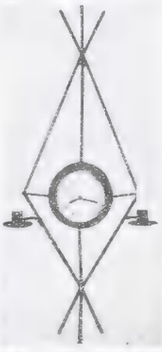
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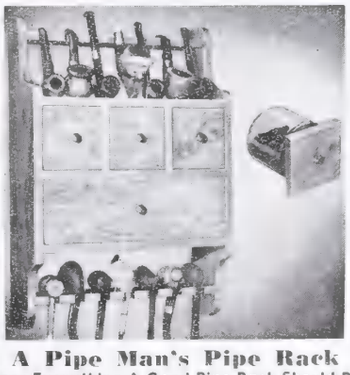
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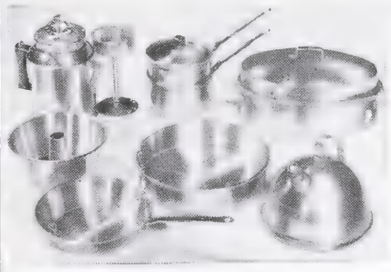
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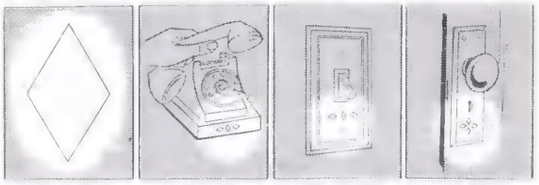
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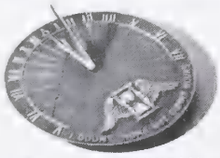
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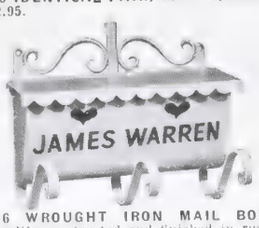


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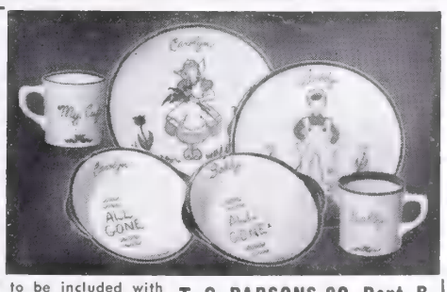
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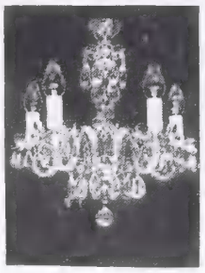
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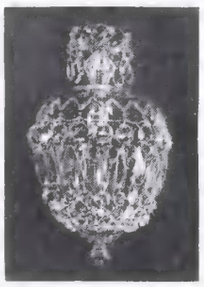
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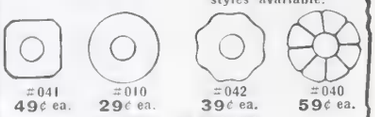
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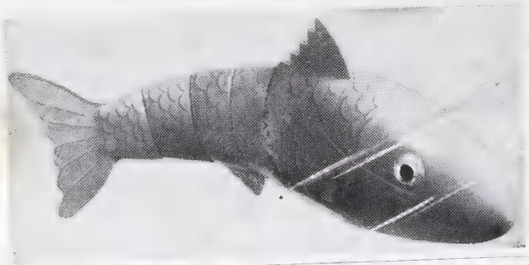
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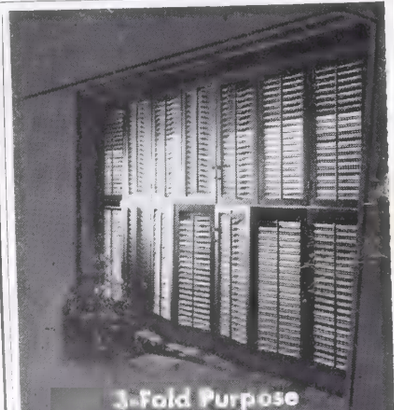
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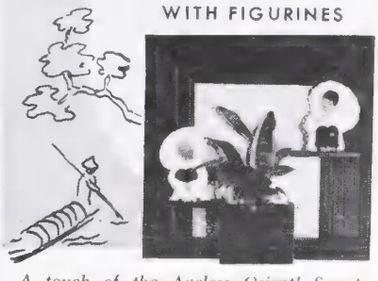
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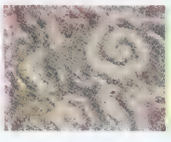
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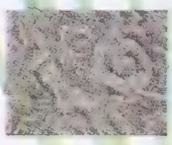
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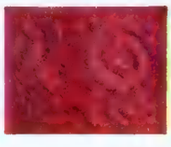
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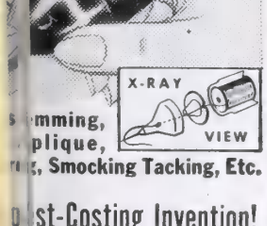
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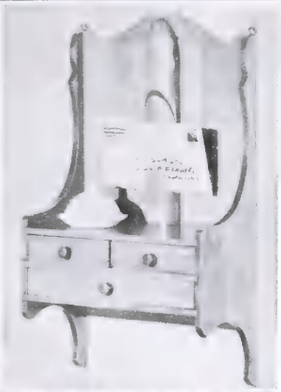
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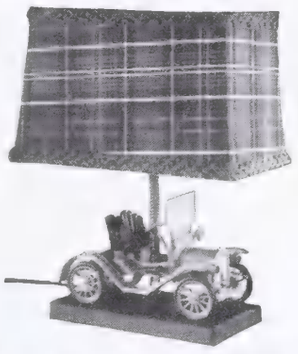
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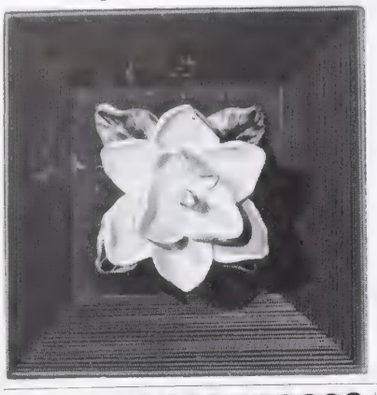
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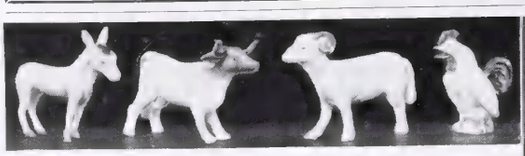
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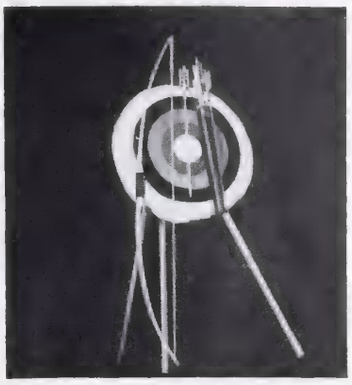
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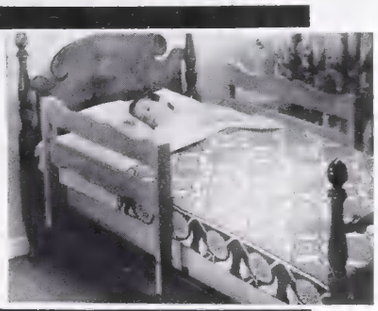
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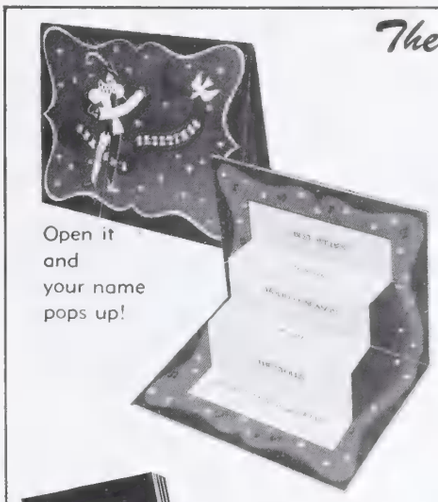
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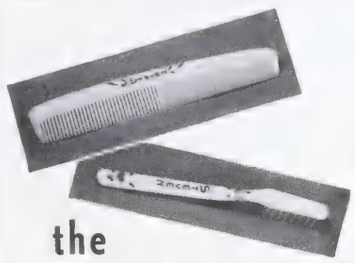
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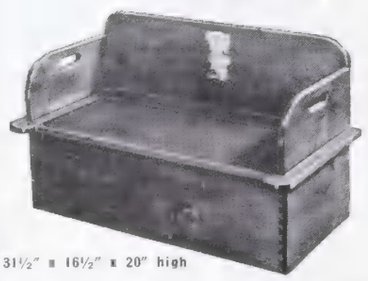
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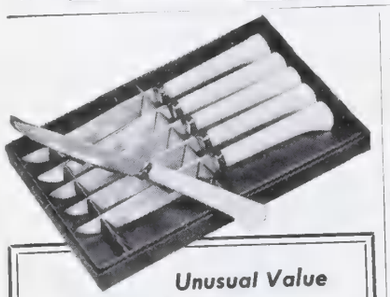
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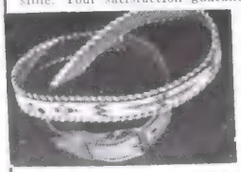
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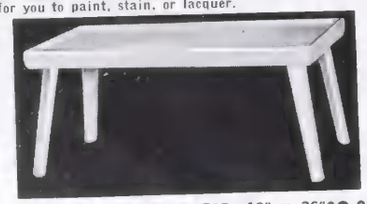
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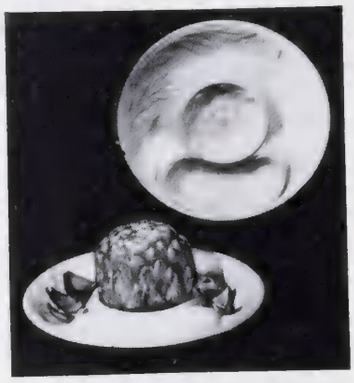
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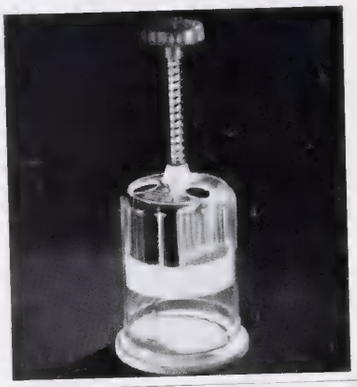


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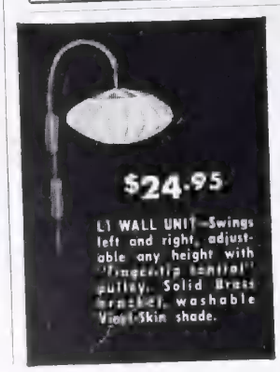
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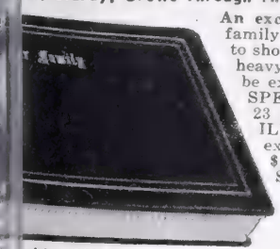


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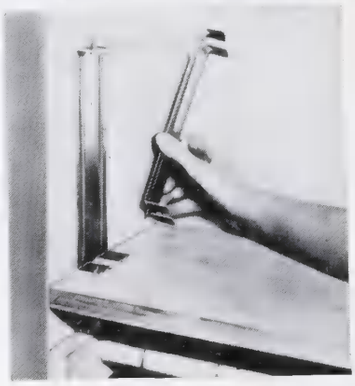
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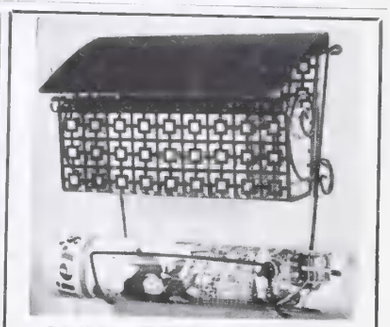
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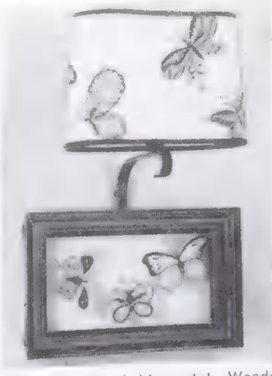
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A Dainty Dish to put before a king is this individual ceramic Cheese Server. Decorated in full color under high glaze, it measures 3" x 4½". Each set boxed with vegetable handled, mirror polished stainless steel Spreader.

Send for Free Catalog. Dept. HB-10

Here's How
590 Third Avenue, New York 16, N. Y.

HOFFRITZ HAS IT!



HANDY MAP MEASURE TELLS HOW FAR IT IS!

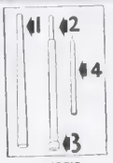
Stop fumbling around with rulers and such. Here is a *pocket Map Measure* that will register the number of land or nautical miles you have travelled, or still have to go. Just wheel it across the map . . . converts inches to miles . . . centimeters to kilometers. Precision made in Germany, it is an indispensable aid to motorists, aviators, engineers, navigators, etc. Sturdy nickel plated case has unbreakable dials on both sides. Heavy cowhide case included. Only $1.95, postpaid. Money back guarantee. Send check or money order now!

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When in N.Y., visit one of our 7 well-located shops.

Hoffritz, Dept. HB-10
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Burn-Rite CANDLE





HERE'S HOW IT WORKS

1. Shell: Put stand- and one-half inch diameter candle in shell.
2. Feeder: Place feeder in shell and lock.
3. Adjustable adapter fits all candle holders.
4. Filler candle for holder.

★ The Candle that... NEVER BURNS DOWN

Try having dinner by the soft glow of Burn-Rite Candle light . . . then every night. And for new loveliness in table decorations . . . arrange your favorite flowers around glowing Burn-Rite candle . . . will never burn down or destroy original effect.

Colors: They come in . . . Light Blue White • Light Green • Christmas Red Dark Green • Dark Blue • Wrought Iron Black • Yellow • Pink • Silvertone Coppertone •

$3.50	$2.00	50¢

Send today to:
MEDIA CO., 165 O'Farrell Street

PRESERVES FROM OREGON MOUNTAIN MEADOWS



for **CHRISTMAS GIVING**

Plump sun-ripened berries and fruits, slow-cooked the old-fashioned way in open kettles using only sugar and fruit. Packed in rustic gift boxes decorated with Oregon forest sprays and cones. Unusual personal and business gifts.

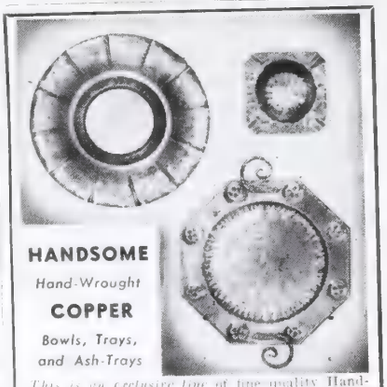
"CHUCK WAGON" BOX. Five assorted 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves, Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones. *Shipped prepaid,* **$3.25**

FREE BOOKLET LISTS GIFTS SENT to $25.00

JANE AMHERST
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☐ Send me ____ box(es) as checked. ☐ Send booklet.

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Address _____
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HANDSOME *Hand-Wrought* COPPER *Bowls, Trays, and Ash-Trays*

This is an exclusive line of fine quality Hand-Wrought Copper, obtainable only through Deford Crafts. These beautifully designed solid copper pieces are usable and decorative. Their heavy substantial look will draw many an envious glance. Deford Crafts Hand-Wrought Copper is a *hit at housewarmings* mentioned the years.

Bowl = 11½—15" diameter 2½" deep **$10.50**
Ash Tray = 10½" x 7" x 1" **$ 2.50**
Tray = 10½" x 14" x 1½" **$11.50**

Postage Prepaid. Send check or money order. No C. O. D.'s please. Money-back guarantee. Send 10¢ for "Personal Portfolio" of unusual Gifts.

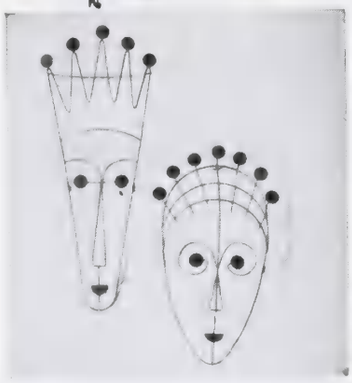
WOOD—COPPER—LEATHER GIFTS

DEFORD Crafts
OF GRAFTON WISCONSIN

120 Old Sauk Trail, Grafton, Wisconsin



WINDOW SHOPPING



HIGH AND MIGHT
these modern monarchs, King and Queen masks bring a sophisticated an touch to a difficult wall. by talented Ferris St they are made of wrough a black or white finis them over your televi game table, or bar. King 8"; queen is 15" x 8". $ pair plus 35¢ post. Mu can, Haddon Heights, N



YOUR SCOTCH BE
be the leader of the c he wears this set of Sco accessories. The bow ti links, all pure silk, cor dominating shades of b green, or blue, will be as a burr on you, too. matching earrings and Scotch Lassie complet cuff links, $3.95 the set $1.50. Gift-boxed and The Felices, Boonton,



IT LIVES ON AIR,
feathery-green sea means it will thrive w have a "green thumb" cause it needs no pan watering, no sunlight. breathes, and needs flourish. In an emerald vase, it's 8" high over ppd. First America Dept. PHB. Box 85. N



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Now being sold for in this country by I ported from Sweden forged by Swedish perfectly complimen cor in American hom only. A splendid g ically priced at only postage prepaid. A from Ronoff's, Box Mawr, Pa.

35 new houses and plans for families with moderate incomes

You may find your dream house here. Or you may find the right some specific planning problem. But whether you are going to b remodel, you will get help from the 24-page section on new house and Winter issue of House Beautiful's BUILDING MANUAL read **"The house for the family with $7,000 a year."**

Now on sale at leading newsstands. $1 a copy or send $1 dir HB 10-538. House Beautiful's BUILDING MANUAL, 572 Mad New York 22, New York.

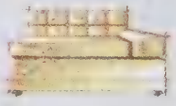
Flexsteels*

CUBIC

GROUP



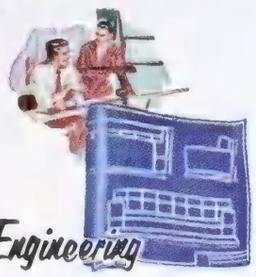




Exciting NEW STYLE
Exciting Firestone Foamex® CONSTRUCTION
Exciting DECORATOR COLORS

Without a doubt, Flexsteel's new Cubic Group will take its place as one of the smartest creations for modern living. It's the newest excitement in furniture... unmatched for its contemporary charm in color and style... and unmatched for the lifetime comfort of its luxurious Firestone Foamex cushioning and revolutionary Flexsteel construction!

Flexsteels ENGINEERED LIFETIME CONSTRUCTION



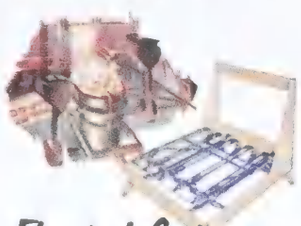
Engineering

A revolutionary spring without coils and with superb styling have been correlated by expert craftsmen to achieve the lifetime construction which makes Flexsteel Furniture today's leader.



Hardwood Frames

Flexsteel's renowned spring units are very ably supported by the excellence of precision-milled hardwood frames that are double doweled and corner blocked for maximum strength and durability.



Flexsteel Springs

Arched bands of top quality tempered steel are permanently patterned into a noiseless, one-piece unit. The open bottom construction enables you to actually see the heart of Flexsteel furniture.



Foamex Cushioning

Flexsteel cushioning is deep, airy, gentle and springy because it is made of Firestone Foamex, the world's most comfortable cushioning material which actually "breathes" with pressure.

FINE FURNITURE BEGINS ON THE INSIDE!



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refreshingly new metal dinette furniture

that's beautiful *and* practical down to the leas detail. Versatile extension table surfaced with heat-stain-scratch resistant laminated plasti in exclusive "Tartan" plaid pattern matching th wonderfully comfortable Feather-Flex glass fiber filled chair cushions. A swish of a damp cloth keeps both table and chairs spotless! Black or chrome finish.

WHICH do You Prefer... Metal or Wood?



Lloyd's distinctive new platinum finish

is particularly smart w the space-saving, mode styling of this sturdy hardwood furniture . . and will blend beautifu with the finishes of yo other modern furnishi Easy-to-clean laminat plastic top extension t seats six. Feather-Flex glass fiber chair cushio covered in washable p or soft fabrics.

Lloyd *Modern Dining Furniture*

Guaranteed by Good Housekeeping

Lloyd Manufacturing Company, *a Division of Heywood-Wakefield Company*, Menominee, Mic
Makers of Lloyd "Capri" Indoor-Outdoor Furniture, Lloyd Metal Outdoor Furniture and the famous Rock-A-Felle



Peggy Clark foremost theatrical-lighting expert of Broadway tells you how to

Use Light to Change the Scene without Changing the Scenery

in every room in your home

with Inspiration-Lighting by MOE *light*

Peggy Clark, creator of fabulous lighting effects for many leading Broadway productions such as "Pal Joey," "Brigadoon" and "High Button Shoes", has adapted her ideas to home use . . . now shows you how to "paint with light," create a mood, change the personality of a room—simply by flicking a light switch. Moe Light Contemporary, Traditional, Accent, Recess and Wall Lights now make it possible for you to "set the stage" for every occasion. *Inspiration Lighting* works wonders in bringing out the full beauty of furniture, draperies and floor coverings, too. Discuss *Inspiration Lighting* with your electrical contractor or Moe Light dealer.

MOE LIGHT, Inc., Fort Atkinson, Wisconsin

Plants at Fort Atkinson • Princeton, Kentucky • Los Angeles, California



M-1058 — $24.95*



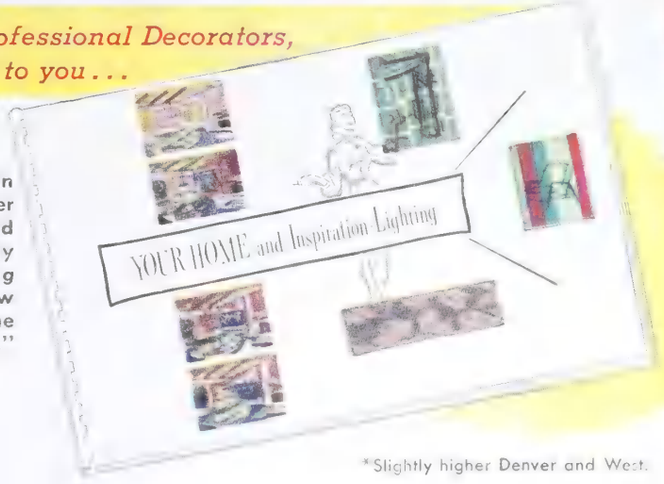
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inally intended for Professional Decorators, book is now available to you . . .

8 pages, lavishly illustrated in ll color. Parading scene after ene of breathtaking ideas and ggestions for applying Peggy lark's *Inspiration Lighting* ethods in your home. See how sy it is to "change the scene ithout changing the scenery." nd for this book, today.



1953 Moe Light, Inc.

*Slightly higher Denver and West.

FOUR MOODS, ONE ROOM. The setting is the same, but *Inspiration Lighting* makes it possible to change the mood at the flick of a switch.



PARTY-TIME . . . is easy to achieve with *Inspiration Lighting*. Makes any room as gay as laughter when you decorate with light . . . gives your guests a zest for conversation and fun.



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MOE LIGHT, Inc., Dept. HB-1053 Ft. Atkinson, Wis.

Send me your new book on Inspiration-Lighting. I am enclosing $1.00 deposit to be refunded by my Moe Light dealer upon the purchase of Moe Lights amounting to $10.00 or more. If I am not completely satisfied with the book, I can return it within 10 days to Moe Light, Inc. for a full refund.

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Address _____

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CHATHAM SUMMER-WEIGHT BLANKETS



SUMMER-WEIGHT "EASTHAMPTON", for use in the spring and fall when winter blankets are too heavy, and on chilly summer nights. 75% rayon, 15% nylon, 10% wool, acetate satin bound. 72" x 90", $7.95.

CHATHAM WINTER-WEIGHT BLANKETS



WINTER-WEIGHT "WARMWEAV", i
cold-weather blanket for its warmth with
weight. 88% wool, 12% nylon, with 7" ace
satin binding. 72" x 90", $16.95. Extra v
—extra long size, 80" x 90", $18.95.

COLOR-MATCHED FOR THE FIRST TIME... Chatham summer-weight and winter-weight blankets, exactly what you need to take care of all seasons. And what an easy way to have a really pretty bedroom! Just choose Chatham's "Easthampton" and "Warmweav" in your choice of ten pastels and vivid decorator colors... for your home and for gifts.

NYLON IS ADDED FOR THE FIRST TIME... Now
blankets have nylon added for easier laundering and gre
durability, to make Chatham wool blankets more prac
and beautiful than ever. Lovely new chest-type storage bo

Chatham Manufacturing Company, Elkin, North Caro



WINDOW SHOPPING

CONTINUED FROM PAGE 112

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n specially prepared from
Craftsman's formula and
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The Herald Angel

CHRISTMAS GREETING

This eager, lovable angel comes out to greet you! As you open the Card, the sweet befreckled angel unfolds and stands out from the paper. Only the word "Hark!" in flowing script appears on the front cover against a solid soft Yule green background. Entire Card is in green except for the words "Christmas Tidings" and your name which are printed in Christmas red on the covers of the "hymn book" the angel holds. Tell us your name exactly as you want it printed. The Greeting is French-folded from an extra-heavy 10" x 13" sheet of white vellum text paper.

Prices, with envelopes

25	$4.25	100	13.85
50	7.50	150	19.95
75	10.70	200	25.95

Each Card over 200—11c.

Yours Free! Exciting 56-page Catalog of new and unusual Greeting Cards, Gifts!

Miles Kimball 315 Bond St. Oshkosh, Wis.



SMOKE! SIGNAL FOR GOOD EATING . . . Add delicious hickory flavor—in minutes—to dishes cooked on your home barbecue grill. SMOKE RINGS, with the unique center hole, give better, quicker results with steaks, hamburgers, fish and fowl. Delight your guests—treat your family—top your charcoal fire with SMOKE RINGS. Order direct: postage paid in USA. Virginia Hickory Products, 36 Lee Street, Marion, Va.

Handy carton of 60 to 80 SMOKE RINGS



—enough for 50 servings

$2.95

4 ctns, $10.00; 6 ctns, $13.50

No C.O.D.s Please



BAMBEAUTIES For indoor or patio dining, what could be smarter than stainless steel flatware with bamboo handles? Actually, the handles are Wangee root, which is the root-stock of Moso, Madake, and Nachiku bamboo. It won't splinter or crack. 12-piece service for four (knives, forks and spoons) is wonderfully priced at $13 postpaid. No COD's, please. Money back if not delighted. Calhawaii, Room 310, 1055-57 Lincoln, Pasadena 3, California.



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by PARAGON

ELECTRIC HEATING ELEMENT
ndles or heating fluid. For dining
unburst brass center disc con-
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STUDIOS Dept. B-10 Manitowoc, Wis.



BURN REFUSE SAFELY OUTDOORS!

Choose from the largest line of outdoor disposal units in America to burn refuse and garbage safely outdoors. New scientific draft design eliminates fire hazard of flying ash, sparks—minimizes smoke, smell. Damp, green or dry refuse is reduced to fine ash in any weather. To use, simply tilt back hood—pour in refuse—ignite and close. Needs no watching. Recommended by Bureaus of Fire Prevention. Sturdily constructed of steel 21½" sq. at base x 29" high. 2 bu. cap. Model E now only $10.95 postpaid ($11.95 W. of Denver.) Money back guarantee.

WEATHER-RESISTANT ALUMINIZED STEEL MODELS

Utilizing the same famous Alsto burning principles described above plus a new process of bonding molten aluminum to steel make the following Alsto all-climate, rust-resistant models the most efficient, longest-lived outdoor burners ever.

MODEL A—21½" sq. at base x 29" high—2 bu. cap.—only $12.95 ($13.95 W. of Denver)

MODEL PA—21½" sq. at base x 33" high—2 bu. cap.—complete with grate and ash pan base—only $20.95 ($22.95 W. of Denver)

MODEL B—24" sq. at base x 34" high—3 bu. cap.—only $16.95 ($18.95 W. of Denver)

MODEL PB—24" sq. at base x 38" high—3 bu. cap.—complete with grate and ash pan base only $24.95 ($26.95 W. of Denver)

Money back guarantee. Sent postpaid. Send check, cash, or money order for model desired to:

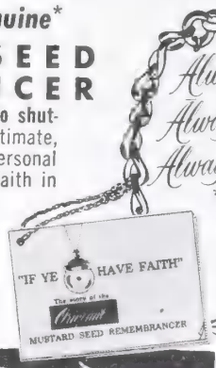
ALSTO COMPANY

Dept. HB-10, 4007 Detroit Ave., Cleveland, Ohio

*Give the Original Genuine**

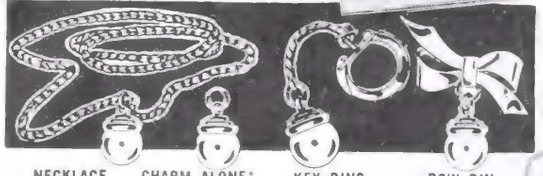
MUSTARD SEED REMEMBRANCER

To yourself. To the bereaved. To shut-ins. To anyone you love. "This intimate, thoughtful reminder gives me personal Faith . . . Faith in myself . . . Faith in my future." "Yes, this quiet, simple little Mustard Seed Remembrancer takes me by the hand each time I touch it and leads me through daily trials with spiritual strength that only my Faith can give me."



Always personal
Always suitable
Always appreciated

*This inspiring 12-page booklet "The Story of Your Mustard Seed Remembrancer" is your guarantee that it is the Original Flint Mustard Seed Remembrancer.





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Gold Plate $3.00
Sterling $6.00
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14K Gold $48.00

(Charm shown actual size ½" diameter.)

NECKLACE	CHARM ALONE*	KEY RING	BOW PIN
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Sterling $6.00	Sterling $2.40	Sterling $6.00	
Gold Filled $6.00	Gold Filled $2.40	Absolute money-back guarantee	
14K Gold $36.00	14K Gold $15.00	(all prices include Federal tax)	

*Attach charm alone to your watch band, bracelet, key ring, etc.

"If ye have faith as a grain of mustard seed . . . nothing shall be impossible unto you."—Mathew 17:20.

THE FLINTS

Dept. E-10 210 West 8th Street Kansas City, Mo.

Order several for gifts TODAY. Attractively boxed with gift card and Story Booklet.

MAURICE AND MARY ALICE FLINT, CREATORS OF THE ORIGINAL MUSTARD SEED REMEMBRANCER

Spectacular Outdoor Life-Size

REINDEER TEAMS

45 to 75 Feet Long

for lawn, porch or roof-top

WEATHERPROOF

Chip-proof, lightweight, full-round



"Starter Teams" Also Available 4 Reindeer to each team instead of 8. Write for prices.

Each Deer approx. 54" long, 45" tall. Lacquered natural color.

Team No. 52-0 (Illustrated . . . sled not included) 8 Life-Size Reindeer PLUS RUDOLPH, the red-nosed Reindeer, sled and reins, $449.50

Team No. 52-6 (Illustrated) Same, with Santa for bolting onto sled, $499.50

See ad opposite page ■ Sorry, No C.O.D.'s. All prices F.O.B. Port Washington, Wisconsin

Complete Teams in Three Sizes Life-Size Team illustrated. KING-SIZE Team, 150 ft. long. Junior Size Team, 25 ft. long.

WRITE FOR COLOR FOLDER "New Ideas in Christmas Decorations". Includes complete Christmas Choir, Life-Size and 60% Life-Size Nativity Scenes.

MOLD-CRAFT INC. • 152 LAKE STREET • PORT WASHINGTON, WISCONSIN



"SURPRISE-A-DAY" Christmas Calendar in glittering colors

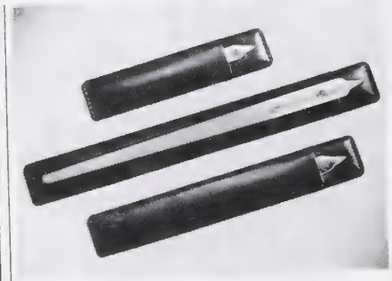
Ideal pre-Christmas gift to shorten the longest month of the year for the little ones. A thrill each day starting December 1st till Christmas as they open a new window and discover a gay surprise. Four story themes: Hansel & Gretel, Christmas train, Night Before Christmas and Santa Claus. 65c each; two for $1.25. Size 7"x9½". State Preference.

Postage paid; No C.O.D.'s.

Imported direct from Switzerland by

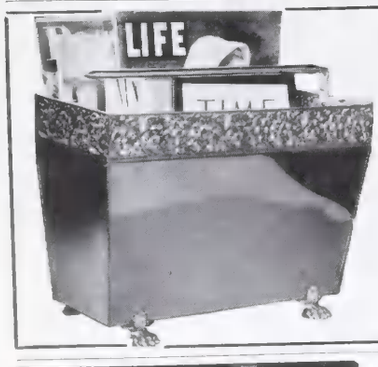
The Work Bench

Bedford, Pa.



NEW, LIFETIME METAL EMERY BOARD

This custom-made Diamon-Deb metal emery board (looks like a nail file but oh, what a difference) performs with smooth, professional perfection. Its patented Diamalite Surface has no "tug"—leaves no dust under fingernail, makes nail care a pleasure. Guaranteed to last a life-time. A wonderful gift! You'll want several. 4-inch size $1.00; 6-inch size $1.25; 8-inch size $1.50—postpaid. Complete in handsome leatherette case. Cases monogrammed in gold with each order of 3. Money back if not delighted. Royce of California, Suite 310, 4812 Crenshaw Blvd., Los Angeles 43, Calif.



Magazine Rack

This magnificent magazine rack is generous enough to hold all your current magazines. Painstakingly constructed of heavy gauge COPPER or BRASS, lavishly trimmed with embossed bands of brass, it has solid brass handles, is regally mounted on heavy cast brass feet. 7½" wide, 15½" long, 12½" high $19.95 *plus $1.00 for sending E. of Miss.; $1.50 W. of Miss.*

Matching Brass or Copper Footed Waste Basket—12¼" high, $17.95

plus $1 for sending E. of Miss.; $1.50 W. of Miss.

Write for Catalogue

Jenifer House

New Marlboro Stage

GREAT BARRINGTON, MASS.



Curl Cap

DRY-SETS HAIR IN 30 MINUTES

Pin up your curls in the usual manner, but don't wet them. Dip Curl Cap in warm water, shake off the excess and tie Curl Cap on, turban-style. Curl Cap is made of specially processed DuPont nylon net. Can be used over and over again to set your hair. Red, blue or maize.

POSTPAID $1.00

Walter Drake

SATISFACTION GUARANTEED OR YOUR MONEY BACK

110 Drake Bldg., Colorado Springs 6, Colo.



WINDOW



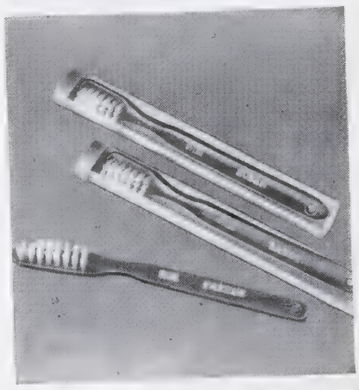
THE BURNING QUEST

these days is how to keep fire well fed without ruining sacroiliac or your clothes l ing logs from wood pile to l A canvas log carrier is t swer. Even a slip of a wom manage a stevedore load b ing the leather handles su fashion. And a pin-stripe won't get out of press. $4.5 Gift Sources, Springdale,



HIT "PLATTERS"

case are not Patti Page' records, but gorgeous in steak platters. We've ne anything like them for grills, barbecue suppers. dinners. They're made selected beechwood, an rubbed to an antique fin long, 9¼" wide, washab will not warp. Set of 4 i ppd. Shops of Mark, Lau



YOUR NAME IN G

stamped on your toothb children's brushes, on e for the guests. And ther no mix-up. Brushes h quality Dupont nylon bri colorful plastic handles ally wrapped in reusa with caps. Adult's and sizes, 35¢ each, 3 for Print name to be stam sonal Pencil Co., 290 St., New York 34, N.Y.

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AS LOW AS 15¢ sq. ft.



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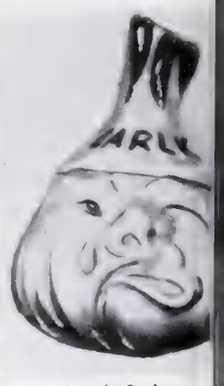
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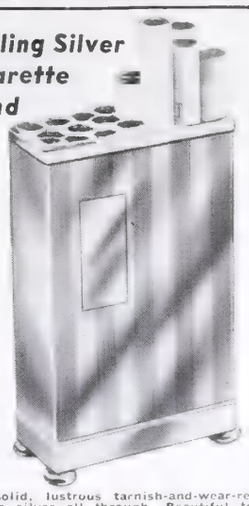
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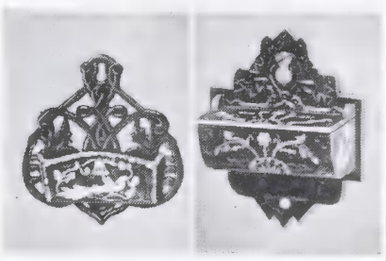
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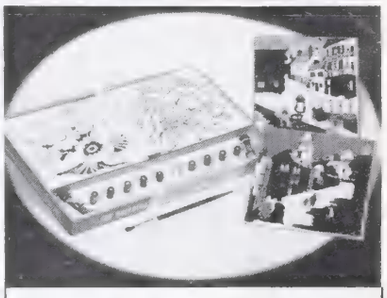


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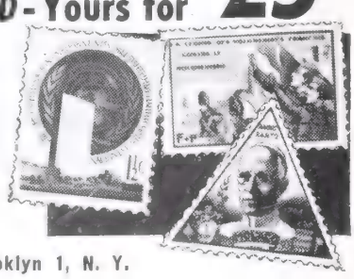


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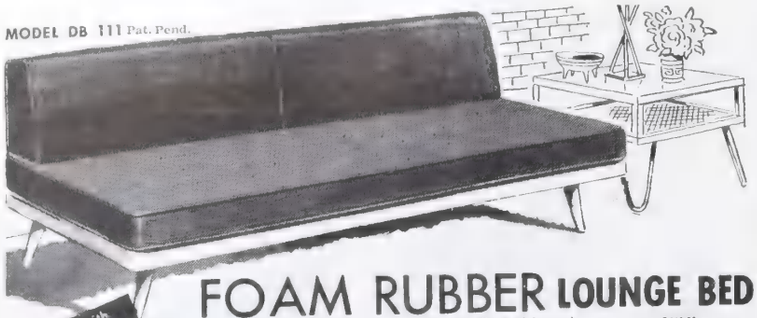
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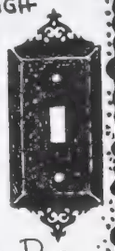
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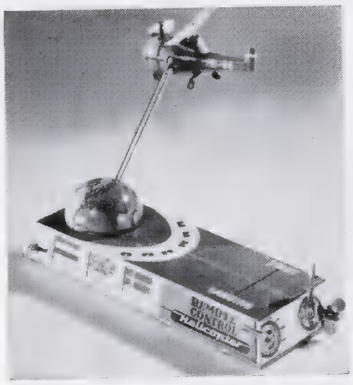
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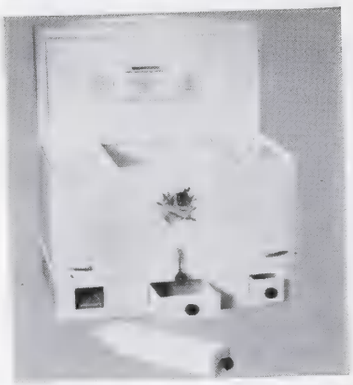
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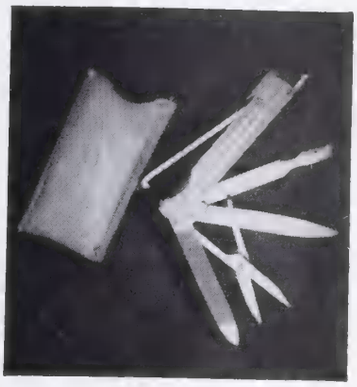
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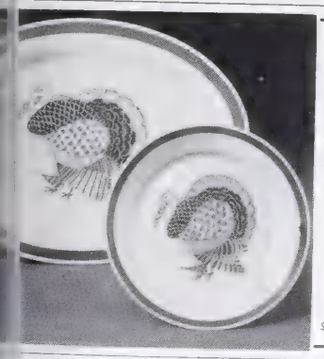


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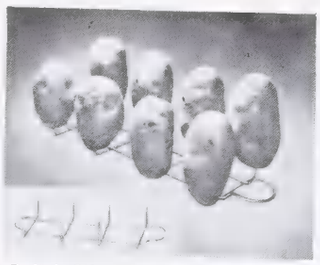
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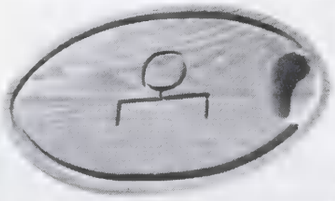


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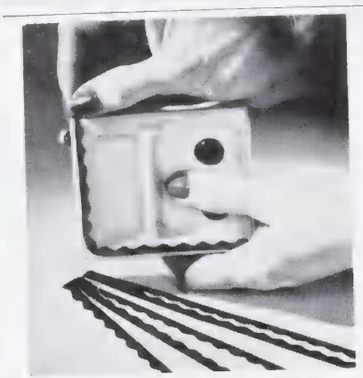
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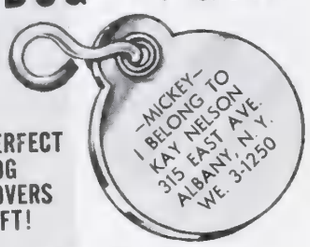
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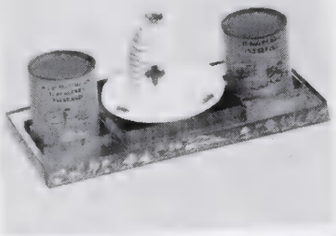


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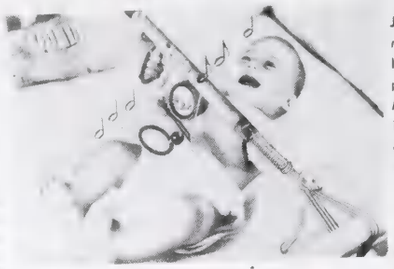
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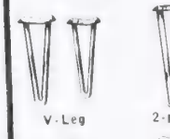
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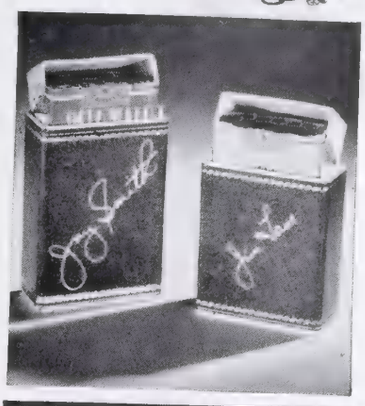
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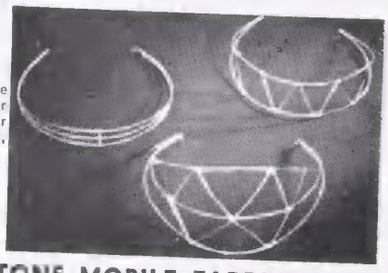
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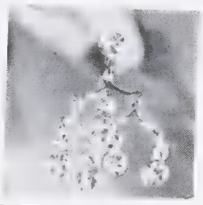
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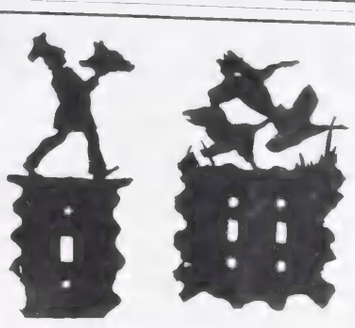




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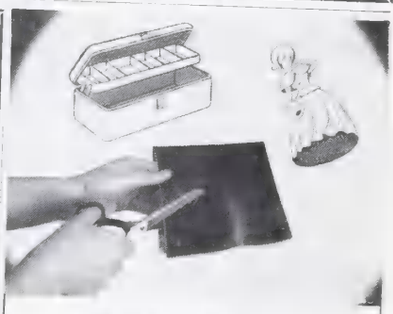
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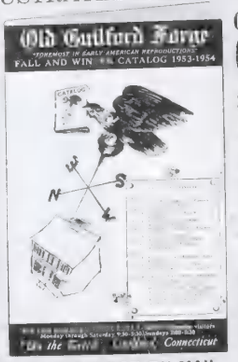
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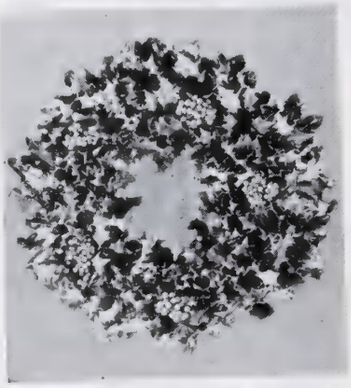
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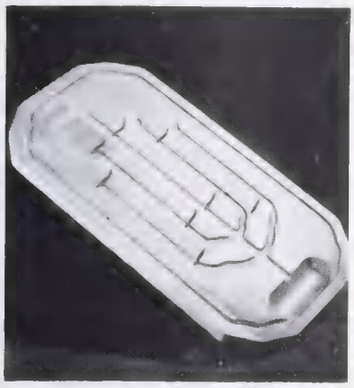
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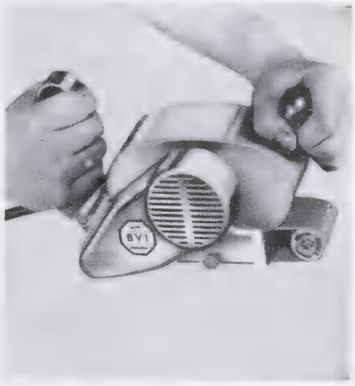
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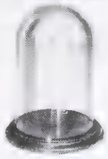
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A-104	5"x9"	6.50
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A-106	6"x8"	7.00
A-107	6"x10"	8.00
A-108	6"x12"	11.00
A-109	6"x14"	11.50
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A-111	8"x10"	11.50
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A-113	8"x15"	17.00
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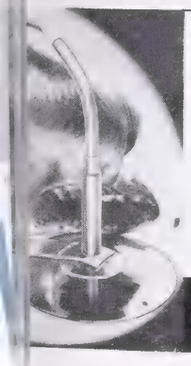
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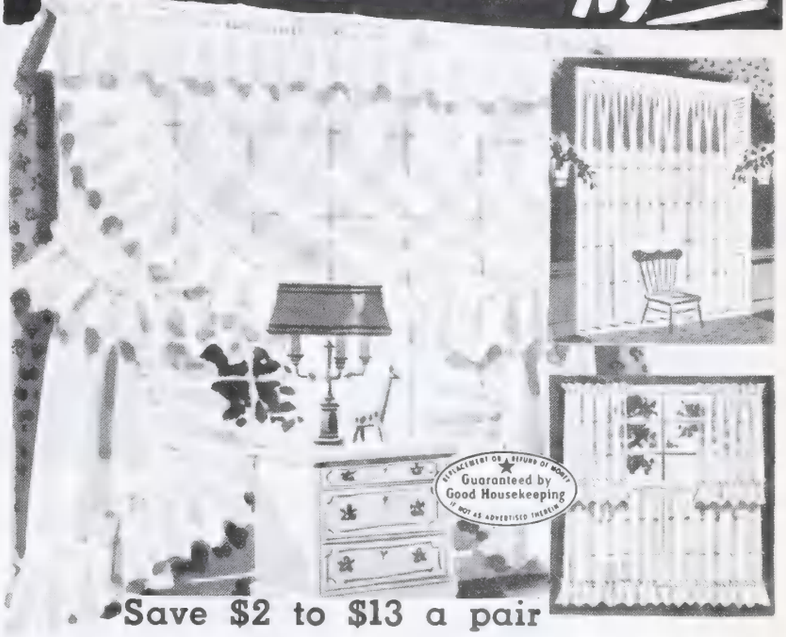
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86"		90"	12.98	7.98
86"		99"	13.98	8.59
174"	(Double Width)	72"	19.98	12.98
174"	(Double Width)	81"	21.98	13.98
174"	(Double Width)	90"	23.98	14.98
174"	(Double Width)	99"	25.98	15.98
250"	(Triple Width)	72"	29.98	20.98
250"	(Triple Width)	81"	31.98	21.98
250"	(Triple Width)	90"	33.98	22.98
250"	(Triple Width)	99"	35.98	23.98
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90"		54"	5.49	3.59
90"		63"	5.98	4.19
90"		72"	6.49	4.49
90"		81"	6.98	4.79
90"		90"	7.49	4.98
90"		99"	7.98	5.79
168"	(Double)	72"	14.98	8.98
168"	(Double)	81"	16.98	9.98
168"	(Double)	90"	18.98	10.98
168"	(Double)	99"	20.98	11.98
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TAILORED — Distinguish any room. Double stitched 1½" side hems. Ample bottom hems, beautifully stitched.

78" wide to pair	Length	Usually	NOW
"	36"	$ 4.59	$ 2.98
"	45"	4.98	3.29
"	54"	5.59	3.69
"	63"	6.39	4.29
"	72"	6.69	4.69
"	81"	7.39	5.29
"	90"	7.98	5.69
"	99"	8.39	6.29
"	108"	8.98	6.69

78" wide to pair	Length	Usually	NOW
"	36"	$ 3.49	$ 1.79
"	45"	3.98	2.39
"	54"	4.49	2.69
"	63"	4.79	2.98
"	72"	4.98	3.39
"	81"	5.49	3.69
"	90"	5.79	3.98
"	99"	5.98	4.39
"	108"	6.49	4.69

TIERS — Add that elegant "decorator" look to a room. Use single or tier on tier. (Illustration shows two pairs).

72" wide to pair	Length	Usually	
"	30"	$ 4.29	$ 2.69
"	36"	4.69	2.89
"	40"	4.89	3.09
"	45"	5.29	3.39

78" wide to pair	Length	Usually	NOW
"	30"	$ 2.98	$ 1.79
"	36"	3.49	1.98
"	40"	3.98	2.29
"	45"	4.49	2.49

MONEY-BACK GUARANTEE WITHIN 30 DAYS IF NOT 100% SATISFIED

WHY SUCH AMAZING VALUES?

Because Godell's are the largest manufacturers and direct-to-you distributors of Fiberglas curtains in America ... which means tremendous savings in purchasing, production and distribution. We pass these SAVINGS on to you!

GODELL'S (10-A)
31 West 27th St., N. Y. 1, N. Y.

MAILING CHARGES: To prepay add 30¢ for first pair, 10¢ each additional pair.

Please Send the following Nylon or Fiberglas Curtains:

On orders shipped to N.Y.C. add 3% Sales Tax

Nylon	Fiber	Ruf.	Tail.	Tiers	Color	Size	Price

Name ..... I enclose $ ..... Check ☐

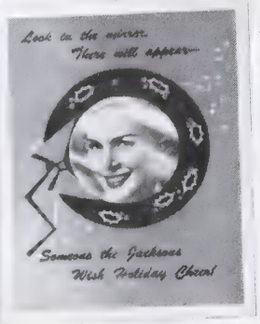
Address ..... C.O.D. ☐

City ..... State ..... M.O. ☐

godell's 31 W. 27th St., N.Y. 1, N.Y.

The Mirror Greeting





A real mirror serves doubly in this very unusual Christmas Card. It reflects through the cut-out lamp to make it shine like a lighted lamp. And inside, framed by a holly wreath, the person who receives it sees a reflection of himself. "Look in the mirror," says the verse. "There will appear . . . Someone (your own family name) Wish Holiday Cheer!" Printed in crimson with green and black. 5" x 6½" folded.

PRICES.

25	$4.95
50	8.75
75	12.45
100	16.00
150	23.20
200	30.20

Each Card over & above 200—13c.

White baronial-style envelopes included.



Yours Free! Exciting 56-page Catalog of new and unusual Greeting Cards, Gifts!

Miles Kimball 439 Bond St. Oshkosh, Wis.

BLACK METAL *New Bath Accessories*



BASKET

Black openwork metal encloses gay pastel liner. You specify liner color – phlox pink, citron yellow or sky blue.

BASKET (12" high) .....$5.00 plus 50¢ postage
HAMPRETTE (21" high)....$9.00 plus 50¢ postage
MATCHING SET .....only $14.00 We pay postage

Send check or money order • No C.O.D.'s please
Send for new FALL CATALOG!

The SAGTIKOS WORKSHOP DEPT. H-103 LITTLE EAST NECK ROAD BABYLON, N.Y.

WROUGHT IRON and BRASS DOOR-KNOCKERS

Engraved with YOUR FULL NAME

LENDS OLD-FASHIONED CHARM AND GRACE TO YOUR HOME

ONLY $3.95 POSTPAID



Style A. 6½" high

YOUR CHOICE OF THESE STUNNING STYLES



Style B. 7½" Only $5.95



Style C. 6¾" Only $4.95

THRILLING NEW BEAUTY

Imagine, these authentic, early American patterns have been re-created in a thrilling, new, modern manner—combining gleaming luxurious brass with the newest decorator trend of black wrought iron. Best of all they are made personally yours with your full name finely engraved. Quick and easy to attach—friends will admire your taste, enjoy knocking on your door, or be thrilled to receive as a gift.

WITH 3 INITIALS ONLY



Style D. 4½" Only $4.95



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Select the shape you want. Print your name, as you wish it to appear (up to 15 letters), and mail with payment. Remember styles D and E only 3 initials. We'll ship within 1 week POSTPAID.

John and Lynn

Dept. IK-210, 145 58th St., Brooklyn 20, N. Y.

YOU MUST BE DELIGHTED OR YOUR MONEY BACK



NEW, SNAGPROOF, RUSTPROOF, LIGHTWEIGHT "LAZY SUSAN" CLOTHES DRYER HOLDS MORE IN LESS SPACE . . . FOLDS UP . . . HIDES AWAY IN DRAWER OR CLOSET . . . WORKS WHILE YOU SLEEP

- Nearly 23 ft. of clothes drying space (Super DRYETTE)—12 pull-out arms . . . use them all, or pull out as many as you need, leave others neatly tucked in base.
- Attractive appearance, elegant finish you'll be proud of . . . occupies little space when in use . . . adorns any room.
- Folds up easily into the small base (about 2 ft. long) . . . easy to store.
- Strong, sturdy . . . made of light weight, tough aluminum . . . stands firmly on 3 tip-proof legs that fold up for storing.

SUPER DRYETTE, 12 arms, $8.95. Perfect for gifts . . . for your home. Ideal for drying underthings, baby clothes, towels, all kinds of light laundry.

TRAVEL SIZE, 6 arms, $4.95. Handy size for travelers . . . lightweight, packs easily. Ideal for small families. 9 ft. of clothes drying space.

ATTRACTIVELY GIFT BOXED. Super DRYETTE, $8.95, each; Travel size, $4.95 each, postage paid. Both for $13.90, postage paid. When you order extras for gifts . . . or, more than one of either size . . . WE GLADLY CHARGE IT . . . bill you later. SATISFACTION GUARANTEED OR MONEY BACK. Act now to enjoy easier clothes drying service . . . order today direct from

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CLEAR TITLES ma movies much more pro This Movie Title set i The plastic letters s magic to any smooth sur press them on to plas frame. 410 one-inch le characters come in re and white. With 5 colo grounds and scenic tit ppd. Stanley Plastic Box 93, Brookline 46, M



BLACK BEAUTY horses the way a litt know does often carri yond her own pock when she saw this chan ered in *Window Sho* face was sheer delight. black plastic with gol bridle, martingale, and his removable saddle with golden spots. 7½ ppd. "little joe" Wies W. North Ave., Baltim



AN EMPTY COFF becomes a perfect pl you set it in a hand-w basket. To fit 1-lb. coff ket is $1.50; to fit 2-lb $1.95. Also available i flower pots from 5¼ 5¼", $1; 7", $1.50; 10¼", $2.50. You sup and cans! Ppd. Mille Dept. X-HB. 256 E. Tucson 1, Ariz.

(Continued on page 132)



NEW CIGARETTE SNU Insert lighted cigarette in Snuf out! Completely out. No sm no burns, no finger smudges. Snufferoo prevents fires in c office. Cute as a bug's ear, it somely chrome plated, with ru tion cup base. Firmly attache dash, table, desk or ash tray. each or 3 for $2.00, postpaid. **Walker Enterprises, DeWitt,**

. . . with a Story Book Flair and an Old World



A SNACK . . . Bavarian picks for canapés or cocktails . . . topped wooden Angels or Santas in festive la (12 of one design to pkg.) $



A SIP . . . Sta coasters from Ba finish, with either robed, white w and Xmas tree tiny Bride, Groo Party figures in colors with Cast dies love them a $3.

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HEAVENLY SLEEPING COMFORT on 1-PIECE INNERSPRING MATTRESS,
EXCLUSIVE AUTOMATIC HEADBOARD and FOOTBOARD**



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LUXURIOUS FOAM RUBBER, DECORATOR DESIGNED T-CUSHIONS
LARGER THAN A FULL SIZE BED FOR 2
COMPLETELY UPHOLSTERED with LATEX RUBBERIZED HAIR
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CUSTOM MADE IN OUR OWN SHOPS:
YOUR CHOICE OF STYLE, FABRIC, COLOR

Shipments will be made F.O.B. Factory, New York. Shipped completely assembled in sealed carton, ready for use.

SEND YOUR ORDER DIRECT TO OUR MAIL ORDER DEP'T.

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AMERICA'S FOREMOST DESIGNER and SPECIALIST in CONVERTIBLES

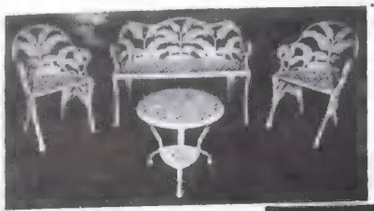
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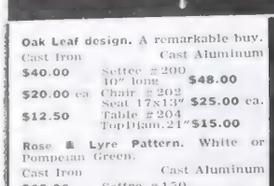
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Century Old Beauty
Authentically Reproduced
in Cast Iron and Cast Aluminum

Venetian Marble Top Table #165. Painted White. 32"x18"x16" high. Cast Iron **$32.50**
Cast Aluminum **$39.00**

Ornamental Roman Bench #125 40" long. Painted White. Cast Iron. **$48.00**
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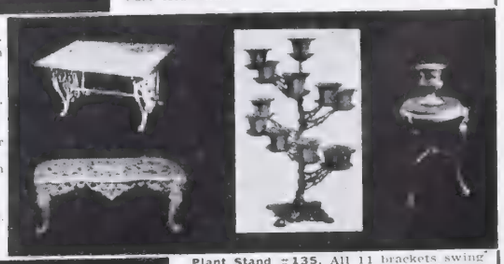


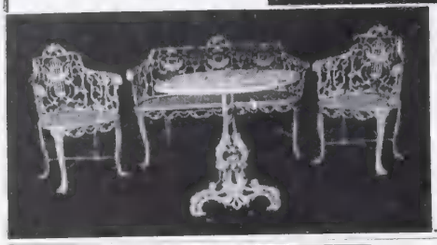
Oak Leaf design. A remarkable buy.

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$40.00	Settee #200 40" long	$48.00
$20.00 ea.	Chair #202 Seat 17x13"	$25.00 ea.
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Rose & Lyre Pattern. White or Pompeian Green.

Cast Iron		Cast Aluminum
$65.00	Settee #150 44" wide	$80.00
$32.50 ea.	Chair #152 34" high	$39.00 ea.
$49.50	Table #70 27" high	$54.50





Plant Stand #135. All 11 brackets swing in full circle. 44" high. Diam. of trays 7½". Stand and pots available in Frost White, Bermuda Blue, Pompeian Green, Creole Pink. Cast Aluminum. **$54.50**
(Pots $2.45 ea. extra)

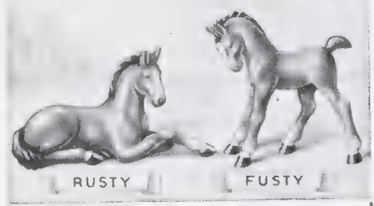
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Classic Urn #C 9" high, base 6". White or Antique Green **$12.50**

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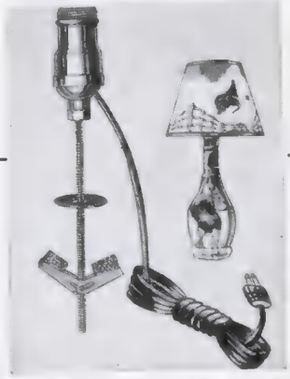
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These natural looking little colts "Rusty" (left) and "Fusty" (right) delight everyone. They are cast metal with black or bay coats, white faces and "stockings." Fusty is almost 5" high. Rusty is over 6" long. Price only $2.00 each or $3.75 for both. Postpaid.

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"little Joe" **WIESENFELD CO.**
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Anyone can make a beautiful, unique lamp with this simple assembly. No tools needed —No drilling holes in glass—just place in bottle and twist—Screw in light bulb and attach snap-on shade. Socket mounts securely in bottle—can be lifted without danger of bottle falling away. Comes complete with 5 foot cord and plug. Can be used in any room. Buy two and arrange as a pair on the mantelpiece, end tables, fireplace, etc.

$1.50 *each postpaid*
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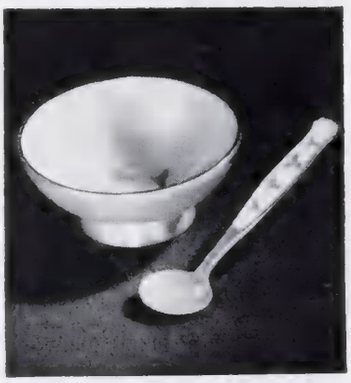
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men travel. Most men lik
drink before dinner. Erg
men would like this leat
traveling bar. About the
a week-end case, it's fitte
6 glasses, cocktail shake
spear, bottle and beer
strainer. *And* it has ro
three bottles supplied by
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heavenly little salt bow
have been made by the
Handmade of sterling sil
a gilt finish, the inside is
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light green, white, bl
lemon. And there's a darl
salt spoon to match. 2
$8.50 each including tax.
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WEAR YOUR OLD
your sweater, scarf, or
pin, and the green-eyed
your friends will be au
The three pins come in g
sizes, are of heavy co
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the 1903 Cadillac, 19
1909 Stanley Steamer. $
of three. Ppd. Roslyn
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New Work-Saving Idea in Home Gardening... a PORTABLE LEAF BURNER



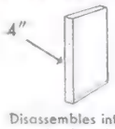
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Just lift handle — out fall ashes.

● Here is a safe, convenient, easy way to dispose of dry burnable refuse. Mounted on wheels, it eliminates the tiresome task of countless trips to the burning pile. Simply burn as you go—on the spot—in the burner. No piling . . . no carrying.

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Disassembles into self-contained package.

Heavy gauge steel for years of rugged service. Aluminum painted to deter rust. Steel-based, rubber covered wheels; extra wide to prevent rutting lawn. Special shields protect tires from heat. Perfectly balanced for ease in handling. Steel ash collector eliminates unsightly ash piles; protects lawn from scorching.

8 cu. ft. capacity (as illustrated) **$24.95**
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Prices F.O.B. Arlington, N. J.
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Nickel-plated hook. Extra length trouser rod. ☐ 3 for $5 postpaid. ☐ 6 for $9 po
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. . . that you'll be proud to g
room in your kitchen or ba
Made of gleaming white and re
plastic, it dispenses flakes, po
detergent. Push button top for
It even comes personalized,
three initials! Isn't this a ha
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packages? Only $1 ppd—se
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white with red top.

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E YOUR FLAME in a scutcheon and he'll hug ıd the middle tighter than our favorite snapshot fits to place on a top-grain belt that comes in black, russet, saddle tan, or wheat. And there is a ckle in back to keep him ace. Order it in sizes 24 just $1 postpaid. Vernon es, 156 Fourth Avenue, ernon, N.Y.

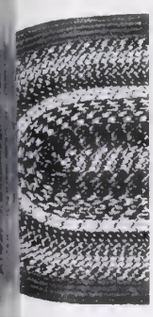


EYED UP and pretty ıre is this Key Planter of bed knotty pine. The egged with black horse- s, and that is where you keys to your kingdom: r, front and back door, liquor closet, the tool derlining this high-key there is a planter with ble metal liner. 14" x .95 ppd. from Taylor yne 2, Pa.



BOAT of superb Shef- erplate on copper, is ng reproduction of a gravy boat. With it raceful ladle and match- g tray. The black leath- velvet lined. This is a gift that the bride will st! And the price is a o. $14.95 incl. tax and odruff's, 561 Madison York 22, N.Y.





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OVAL BRAIDED RUGS

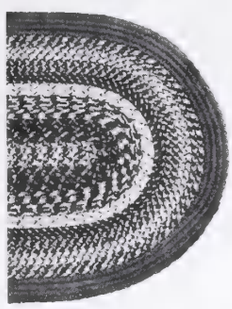
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	All Wool		Cotton-Wool filled
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27"x54"	12.95	27"x54"	7.95
4'x6'	34.50	4'x6'	16.95
6'x9'	76.50	6'x9'	46.95
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Burgundy, blue, red, green or brown on multicolor backgrounds. Postpaid. Orders promptly filled.

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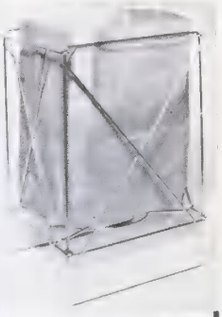
your arrangements extra beautiful flower back-up th great care by skilled n. Four coats of chartreuse quer provide lovely finish r. Diameter 20". Tapered 00 postpaid. Sorry, no REE information on other eyes and Company, 1304 ., Des Moines 15, Iowa.



help for the homemaker!

PAPER BAG CADDY for Kitchen, Nursery, Sickroom, Bath

Neat new holder for those ever-useful paper bags! Caddy eliminates messy pail-washing, prevents tip-over accidents. Lightweight, collapsible, chrome plated steel stand keeps bag off floor . . . away from pets and children. 9" x 8" x 14" high. **Only $1.98 ppd.**



HANDEE HOUSEHOLD OILER

Be your own maintenance expert with this easy-to-use, all-purpose oiler! Just press top lightly to release exactly the right amount—from a drop to a squirt! Ideal for locks & hinges, small appliances, sewing machines, fishing reels, roller skates, etc. Clear plastic barrel has spring action plunger. Comes filled with oil and ready to use, easily refilled. **Only $1.00 ppd.**





NEW ONION & FOOD CHOPPER

Safe, quick, easy . . . your hands need never touch food! Grand for vegetables, dried fruits, cooked meats, baby food, nuts, French fried potatoes. Completely self-contained . . . nothing to take apart. Food is ejected without handling. 5 stainless steel blades clear themselves—just rinse to clean, shake dry. All parts guaranteed non-rusting. Just **$1.98 ppd.**

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Green Gable Gifts
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Ideal for towels in constant use! Toss 'em on—whisk 'em off. Use on sides of sink, range, refrigerator, etc. Wonderful for Home Bars. In the bathroom use a different color hook for each member of the family. Place at convenient height for children. Made of plastic with two powerful suction cups that grip firmly on tile, glass and smooth enamelled surfaces. Colors: Yellow, Red, Frost White.

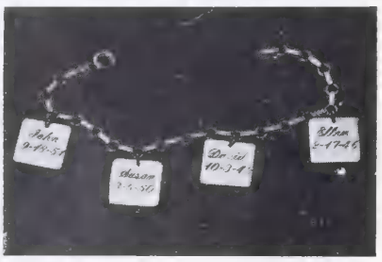
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FISHER'S

43-66 Bowne Street Flushing, N. Y.



Grandmother Bracelet

in sterling silver

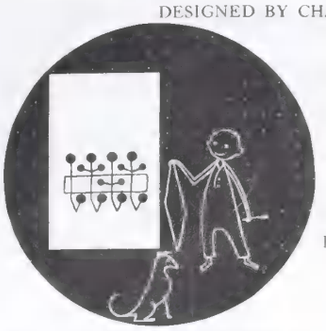
Grandmothers can dote to their hearts' content on this bracelet designed for them alone in sterling silver. Each of her grandchildren's names or nicknames and birth dates is engraved in script on a separate sterling disc the size of a squared dime. Naturally, individual discs may be ordered to add to the bracelet as the family grows. Capacity, twenty discs. Bracelet, **$3.50** plus **$1.50** for each disc ordered including engraving, tax and postage.

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DESIGNED BY CHARLES EAMES

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FOR CHILDREN TO HANG THINGS ON

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for wall or closet

red, yellow, blue, green, violet, pink, magenta, black balls — light, strong, colorful, gay, simple

on white enameled frame

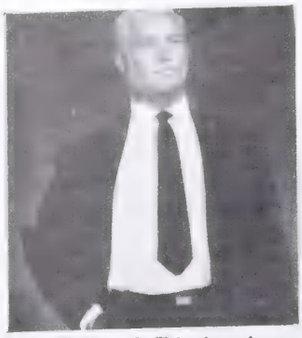
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TAILORED BY EXCELLO

GUARANTEED • to wear • to keep its size . . . please you all ways.

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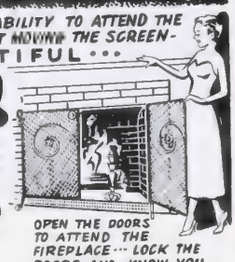
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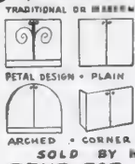


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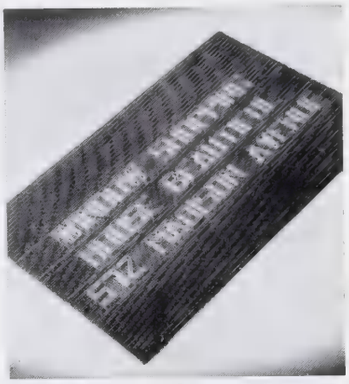
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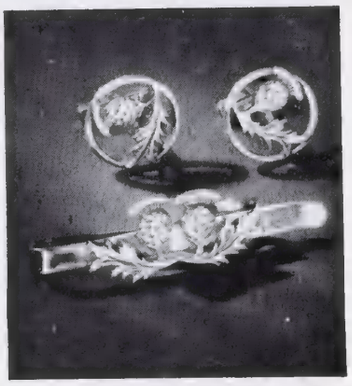
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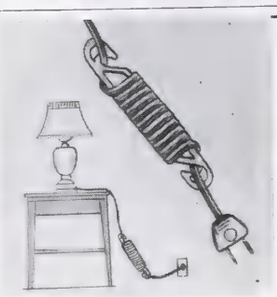


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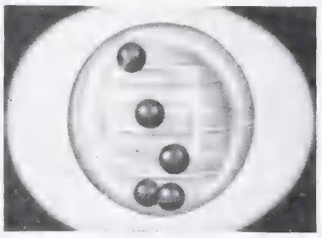


Personal Pottery Set

It's your own personal three-piece dining set with charming childhood scenes (one for boys, one for girls) and your name on every piece! Set has cup, 6″ cereal dish and 8″ plate with designs and name fired for permanency in vivid color. State boy or girl design, name. Order No. **F-4296**, Pottery Set, **$5.**

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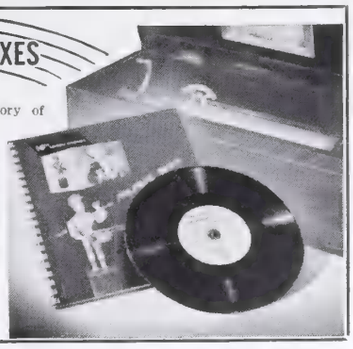
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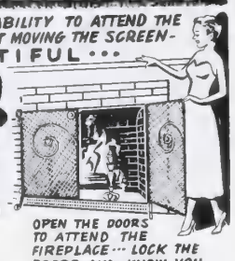
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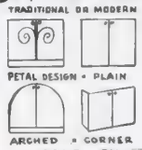
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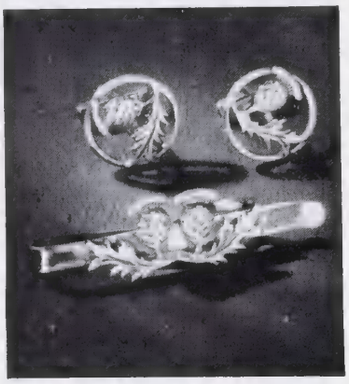
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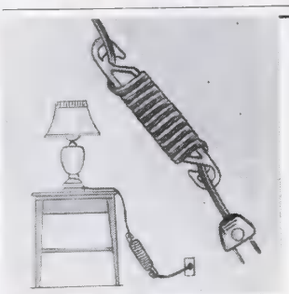
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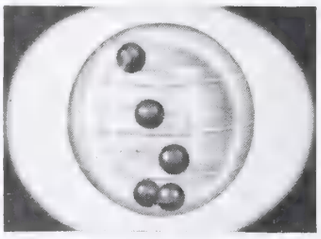


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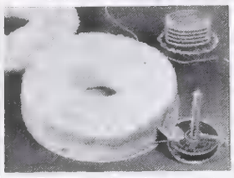




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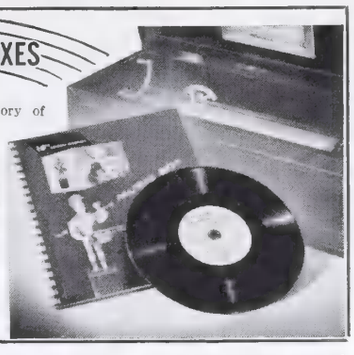
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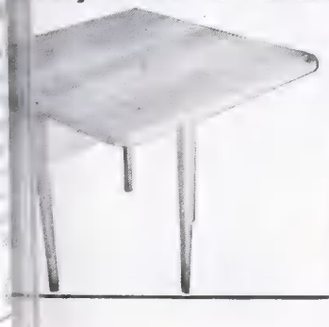
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VELVETY Fleecenap SHOWER CURTAIN

. . . by Kleinert—heavy pure gum rubber—stunning pastel shades of yellow, green, blue or pink with your 9" black monogram in silver frame or black monogram with gold frame on white or grey curtain . . . 2 weeks delivery (include monogram initial with order). 72"x72" or stall shower size (54"x78"): $8.95 PPD.; without monogram: $7.95 PPD.; 12 matching shower hooks: 60c. Matching cotton window drapes: pre-shrunk, heavyweight, water-repellent—2 styles: ruffled (27"x54") or tailored (34"x60"): $5.00 pr. PPD. No C.O.D.'s.

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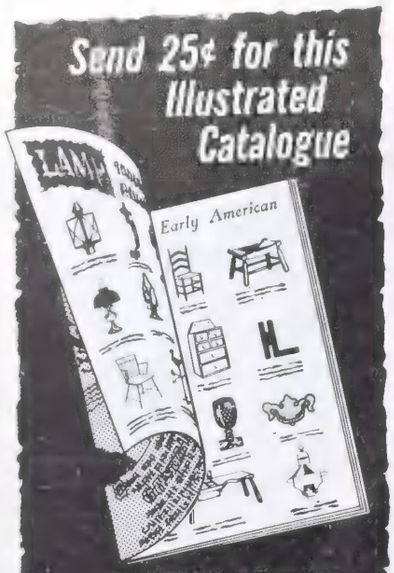
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DIRECT BY MAIL, the most complete catalogue of reproduced Americana ever assembled — hundreds upon hundreds of Early American reproductions, direct from our Workshop at historic Sturbridge, Mass., Museum town of a century-and-a-half ago, where craftsmen still ply the old trades in every medium, from pewter to furniture. As a result, our community is known everywhere as a craft center. We have assembled the best reproductions of all types, made both here and elsewhere, and are making them available by mail — and at remarkably pleasing prices — through this large and wonderful catalogue. Full-color photos of Old Sturbridge Village are included. If you like "Early American", this catalogue will be among your treasured possessions.

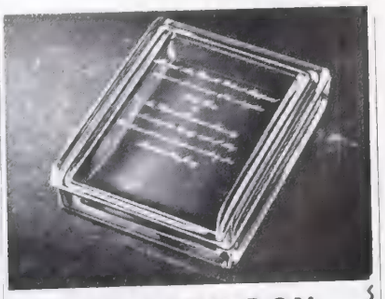
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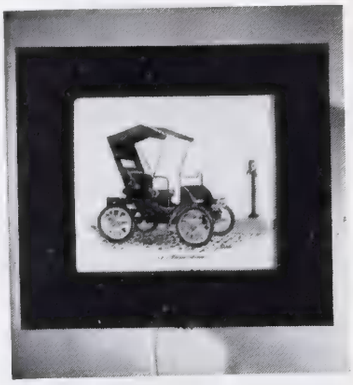
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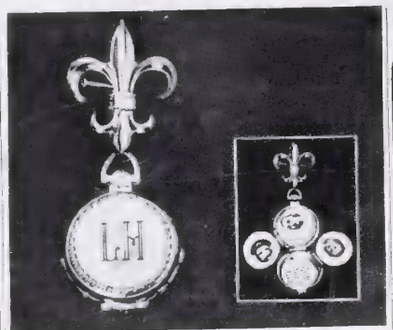


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(Continued on page 139)



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ROSE POINT





WALLACE

Third Dimension Beauty

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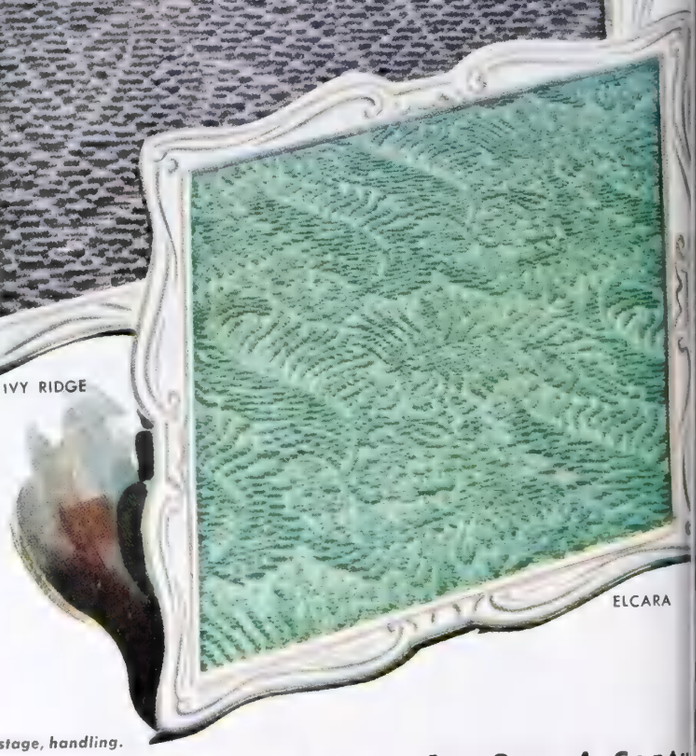


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CONTINUED FROM PAGE 136

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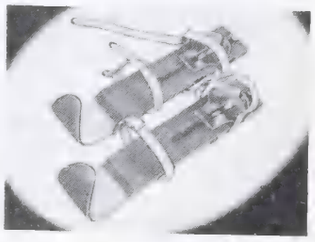


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Life-Size Singers, Weatherproof, self-standing, lightweight, full-round, made of hard molded rubber compound. Each figure wired with light bulb hidden in book, throwing glow on face. Suggestion: Wire for sound; broadcast carols!

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Choice of Red or Green robes. **WRITE FOR COLOR FOLDER**

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white, white milk-glass
sprinkled with tiny re
perfect to light up a thi
old's first blush of love
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pony tail. Or they'd
mously pretty on
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highly glazed pottery
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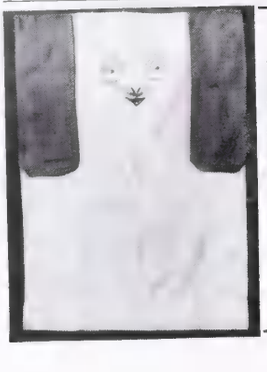


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Accented with spigot, lion-head, and lid
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12" x 10" x 4½"; Basin is 4½' x 11" x 6"

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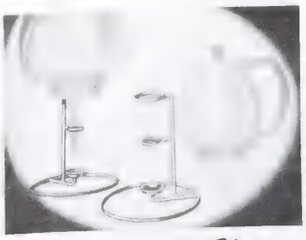
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Youngsters really go for this full sized h
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Lop eared Bunny pillow cases **$2.35**
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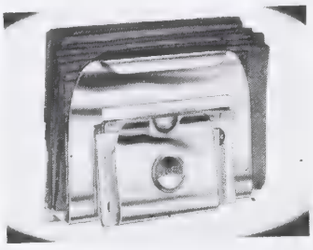
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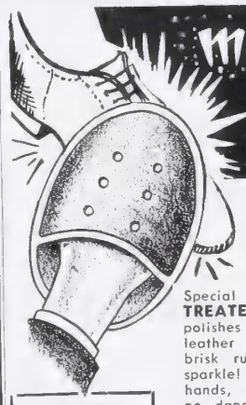
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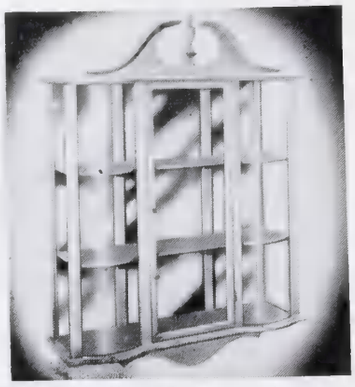
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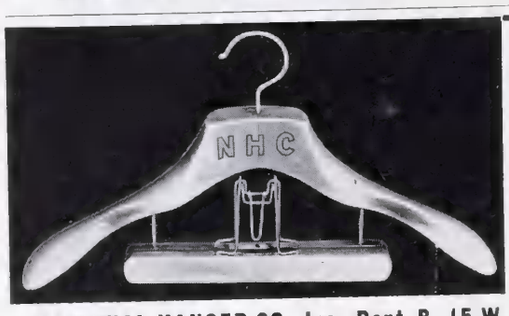
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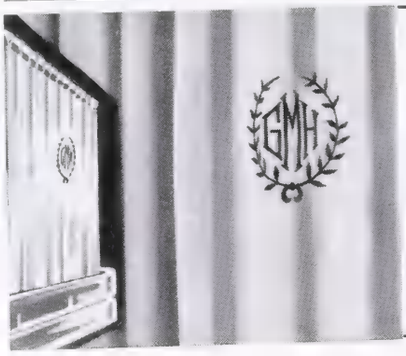
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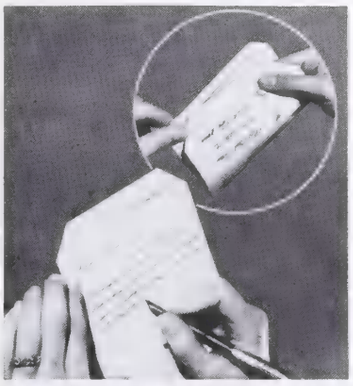
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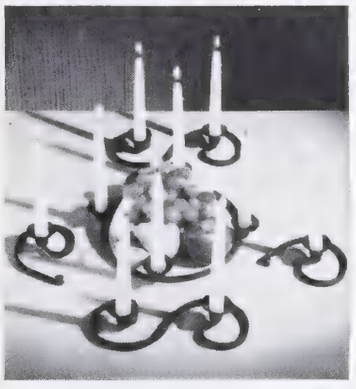
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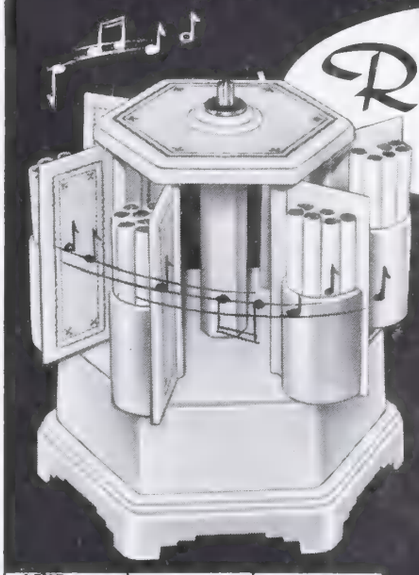
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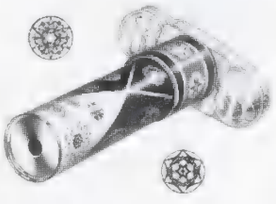


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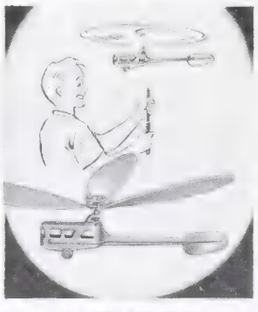


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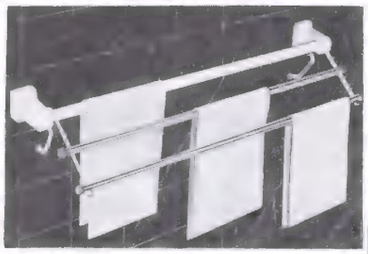


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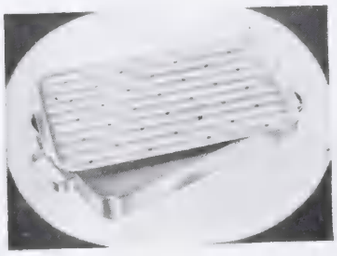


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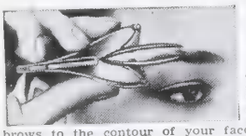


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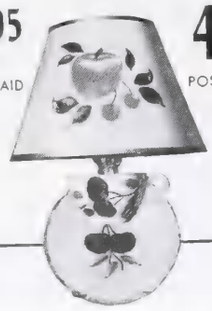


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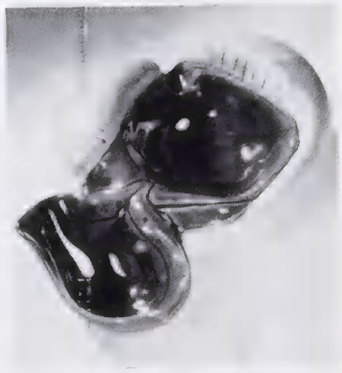
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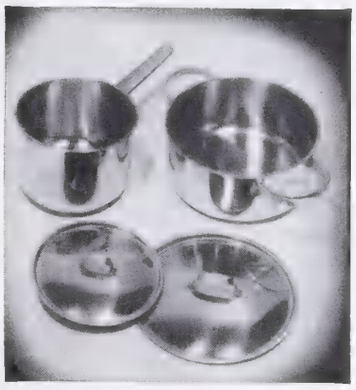
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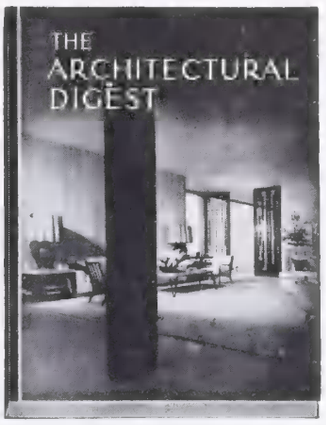


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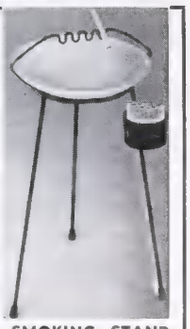
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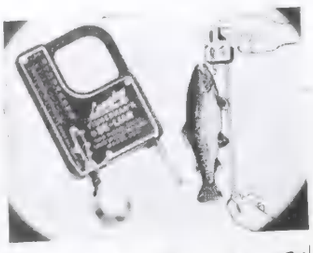


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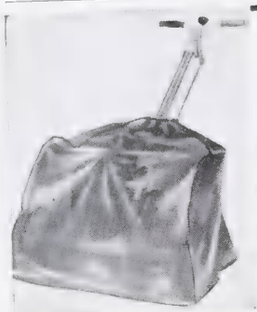


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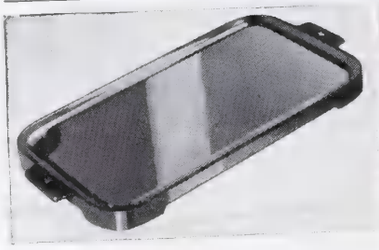


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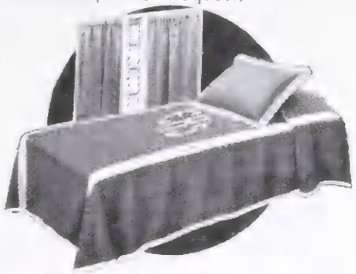
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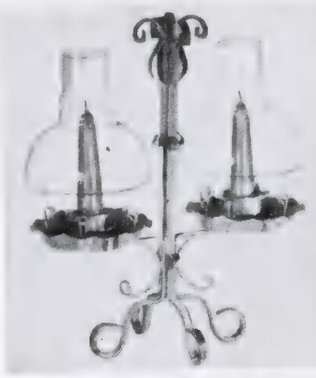
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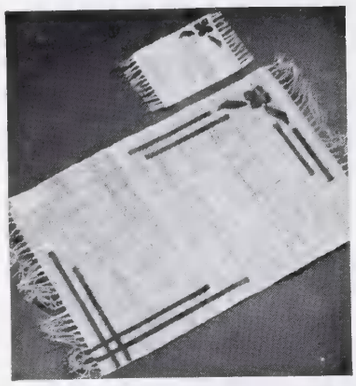
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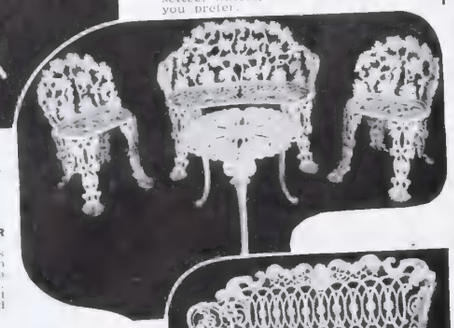


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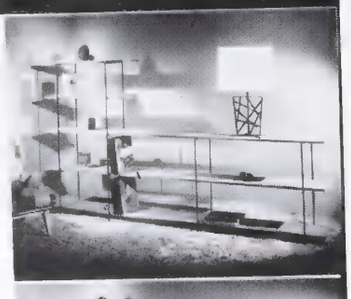
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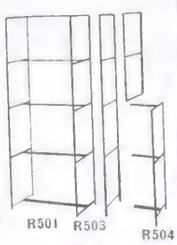




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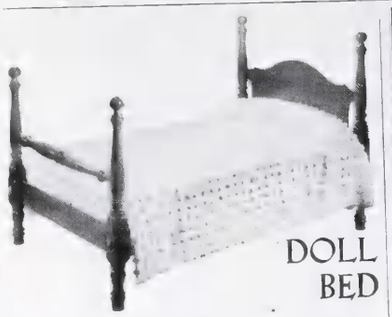
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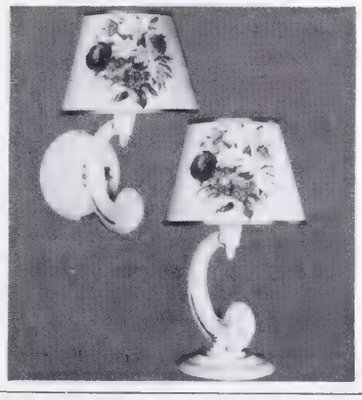
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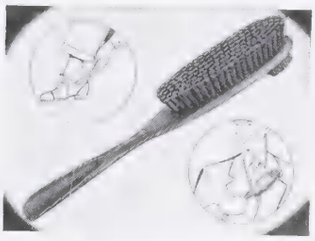


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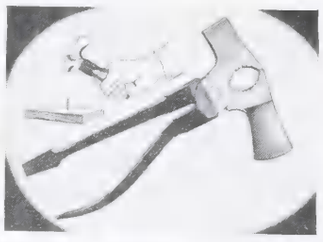


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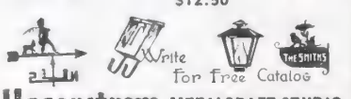
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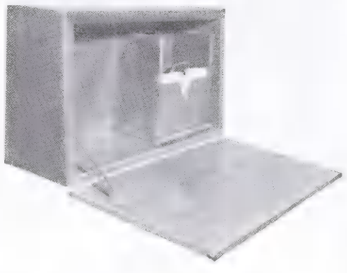
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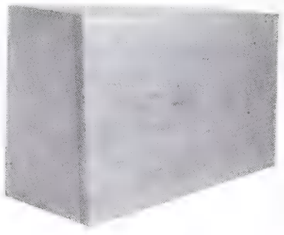
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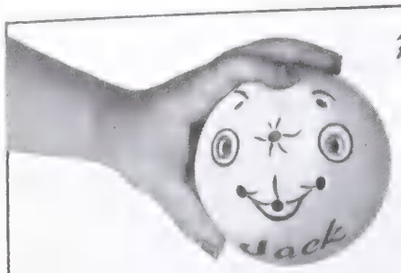


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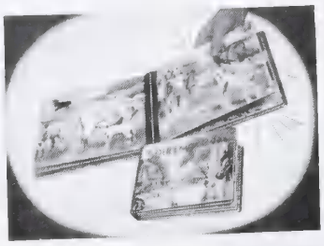


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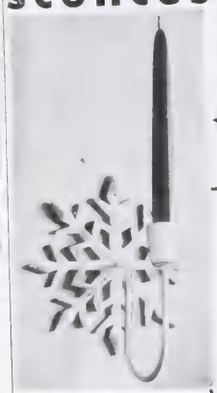
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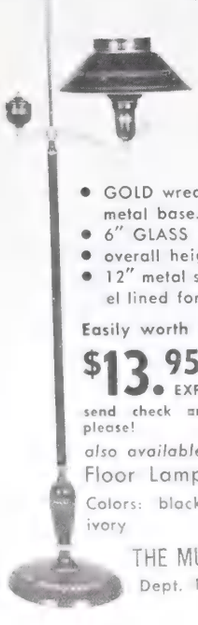
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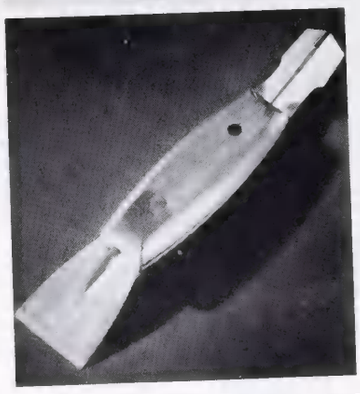
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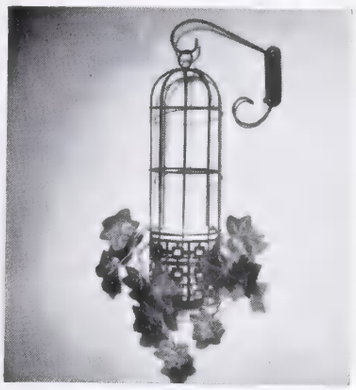
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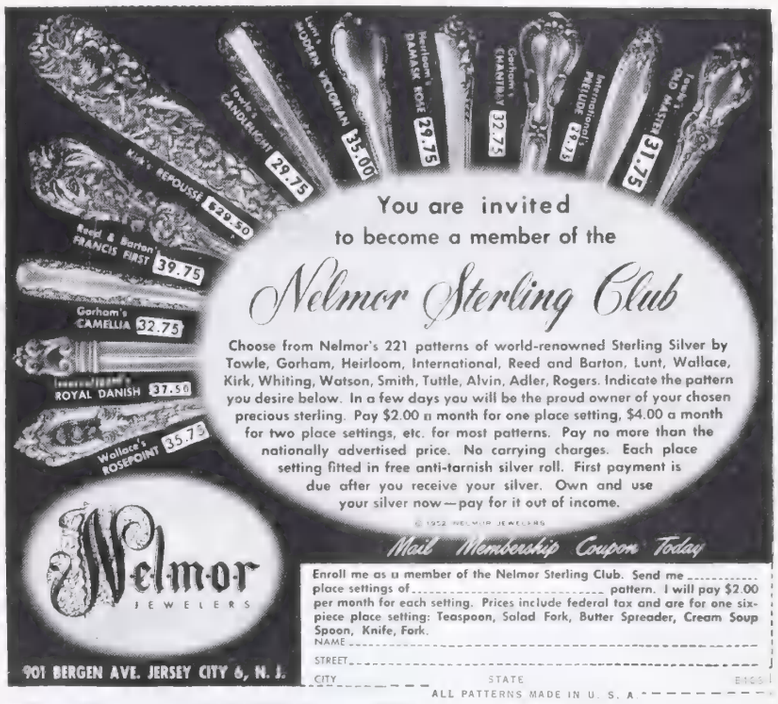
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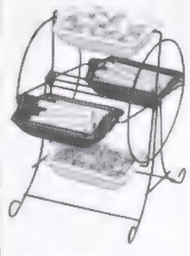
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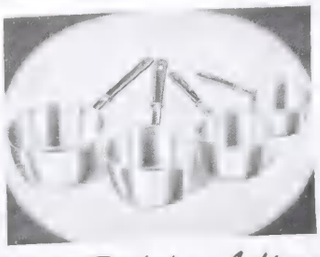
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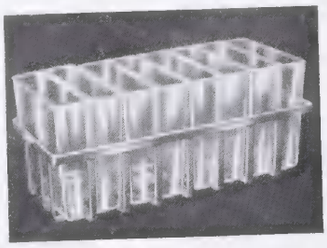


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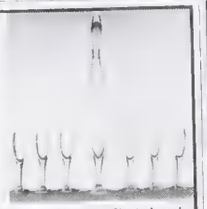
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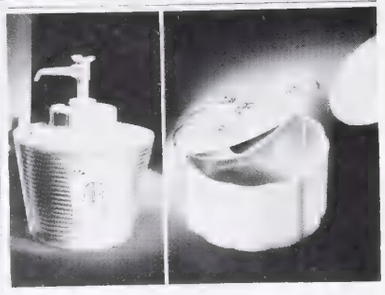


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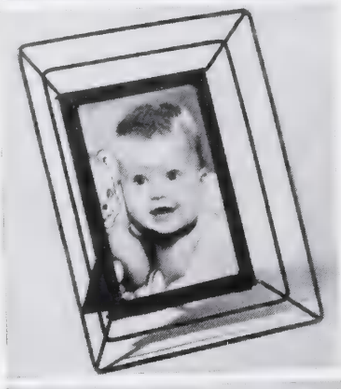


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ONE FOR YOUR

another for his Pop, and in your life will be fram tinction. A black wro shadowbox frame holds photograph, measures 8 over all. Backed with it has an easel for sta well as a ring for hangi postpaid. Glad-Mar G 391, Niagara Falls, N.



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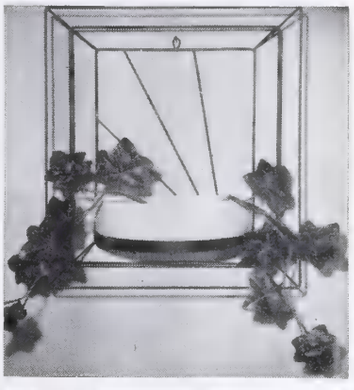
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BIGGEST ASPIDIS- ould find a fitting berth rgest member of this trio Italian terra-cotta pots. ful for town gardens or country patios or gar- e 16½″ x 20″ size is $18; 4″, $9; 7½″ x 9″, $3. charges collect. Equally e as indoor planters, you er them from Erkins Stu- West 40th St., New York.



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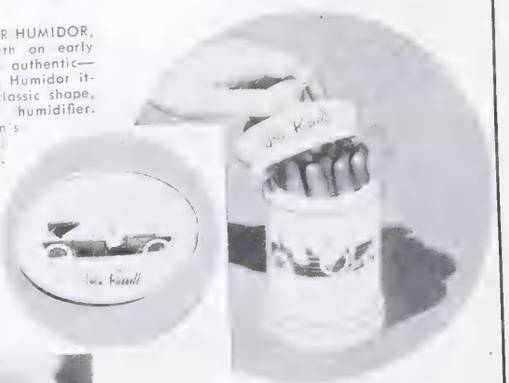
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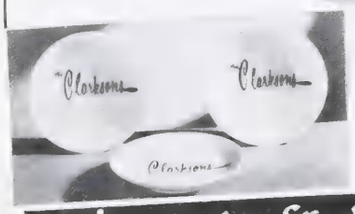
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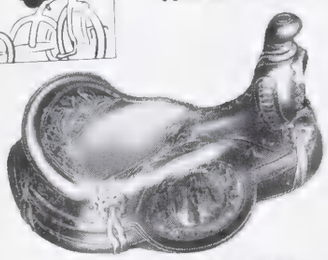
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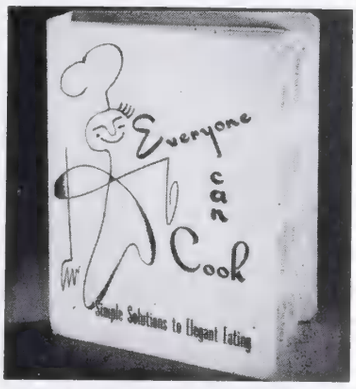
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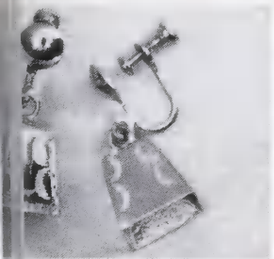


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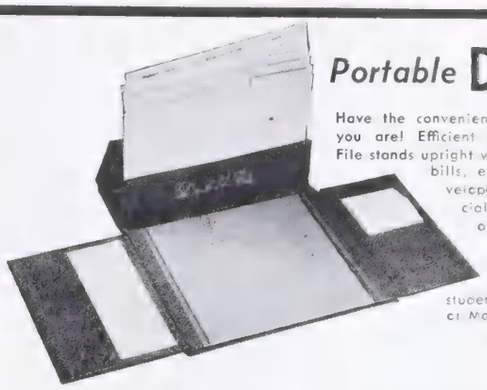
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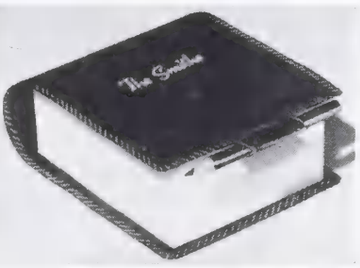
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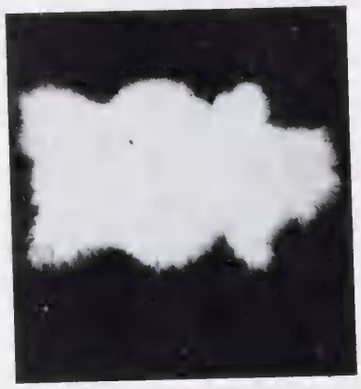
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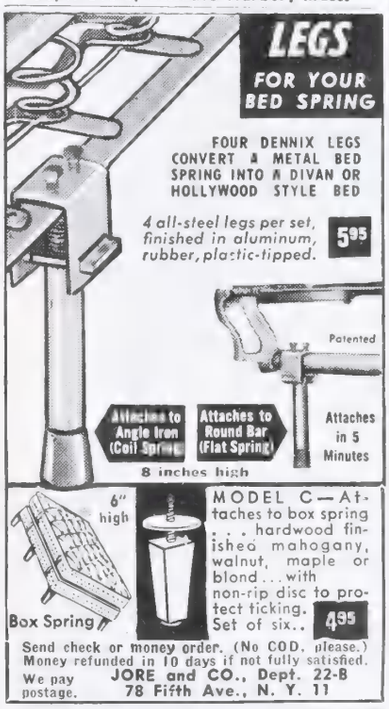


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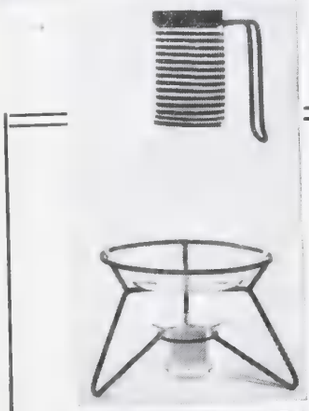
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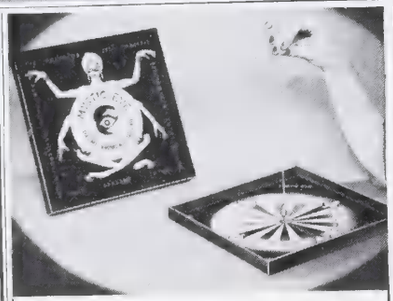
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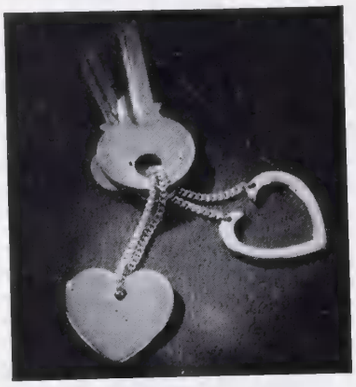
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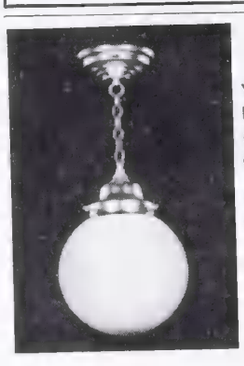
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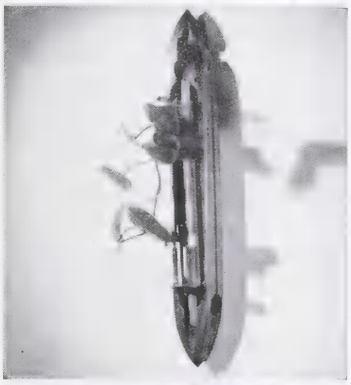
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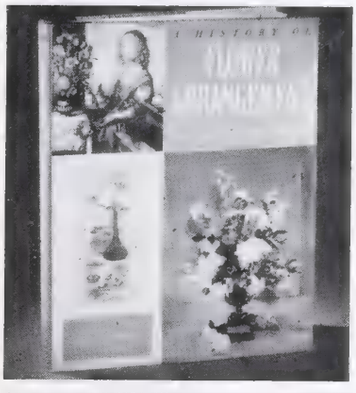
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DECORATOR'S DIARY



Meanderings with a typical decorator who views what's new on the market with a frank and professional eye

Talking a client into discarding an ugly chair is a decorator's toughest job, I've decided. Unless it has the equivalent of spikes in the seat, you always get the comeback: "Well, we can still sit in it—and sometimes we need it." Trouble is, every hostess knows that moment of chagrin when the last guest to arrive at the party looks around bleakly, then settles for straddling the narrowest, straightest-backed chair in the house.

Even since Sara Payne moved into the new apartment, she's been defending a couple of armless horrors, deeply tufted, yet not really comfortable. For all their bulges they made a stiff-looking grouping away over there by the window, far from the heart of the party. And when they were lugged into range of sociability, the room immediately looked disarrayed. Still she wouldn't give them up.

I've long since learned to drift away from such dilemmas and sneak up again from a different direction. This time I let t log photograph of Schoo round-back, pull-up chair between the wallpaper sa was showing Sara for th bedroom. Snatched the away as if it were a classifi ment. "How in the world ever get there?"

Clients often take a li terest, I've discovered, i thing that's not meant f And Sara reacted as I'd h

"It's a good company said, deprecatingly, as if t the last thing in the w wanted. "As comfortable thing except an out-and-ou chair, and some people s from lounges in other houses." All by herself, sh idea.

So the tufted twins w ished to Bucks County ar of the round backs are d delivered any day. They go in the same spot, n placed anywhere in p since the curved backs are to look at from wherever pen to be. These are c can pull into the limeligh into the farthest corne ever making the room of sorts.

Had to put all my eg basket in proposing wall the Sargent's foyer. T worked themselves int lather over where they w to put the dining table i apartment, I knew a bat paper samples would pound the confusion. S



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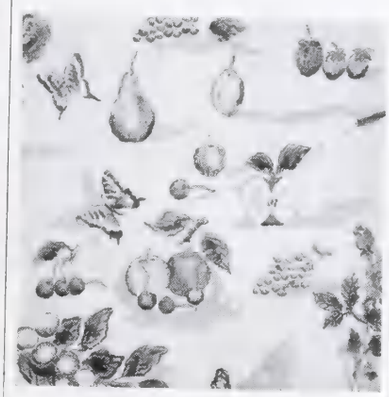
LANDS COMPANY
Street · San Francisco
Department M

my case on Schumacher's "Ripe Harvest" and now contentment reigns again.

Seemed sensible enough when they leased the apartment to turn the dining room into the third bedroom they needed so badly. With the big living room plus the foyer, there should be no trouble finding a place to eat. But when they moved in, it wasn't so easy. Tried out two or three spots in the living room. But all were so far from the kitchen, serving became a marathon and Bill complained he felt as if he were camping out. They retreated to the foyer. Much more convenient, but it gave them all claustrophobia.

"It isn't that we haven't enough room," Bess explained, "but there's something a little dismal about sitting down next to a blank wall, even if it was just painted."

Then came a conglomeration of bright ideas for making the wall "interesting." Could see they were



"Ripe Harvest" on the wall

heading for worse trouble, so I took myself off on a round of the wallpaper showrooms.

Hard to make a firm choice when there were so many possibilities. But "Ripe Harvest" had the pertinent asset of looking as well closeup as it did from a distance. The fruit, berries, butterflies, and rose-in-a-glass-of-water that make up the pattern are just about life size and each one has design interest of its own. Also each one casts a shadow. The shadows tie them together and give the whole a somewhat third-dimensional look when seen from a distance. Colors are rich and gay against the white background, and all hands agree the paper makes eating in the foyer *feel* so much more festive. The dining table is there to stay.

Found a really handsome carpet for the Winston job at Karagheusian. "Vibration Tweed" is the name. One of those nubby weaves of uncut loops forming a pile so

(*Please turn to page* 167)

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Fresno — Turpin's
Glendale — The Maple Shop
Hayward — Hauschildt's Maple Store
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Los Angeles — The Broadway
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San Jose — Nelson Furniture Co.
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New London — Kaplan's Furniture Co.
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Rockville — The Ladd & Hall Co., Inc.
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Westport — Fairfield Furniture
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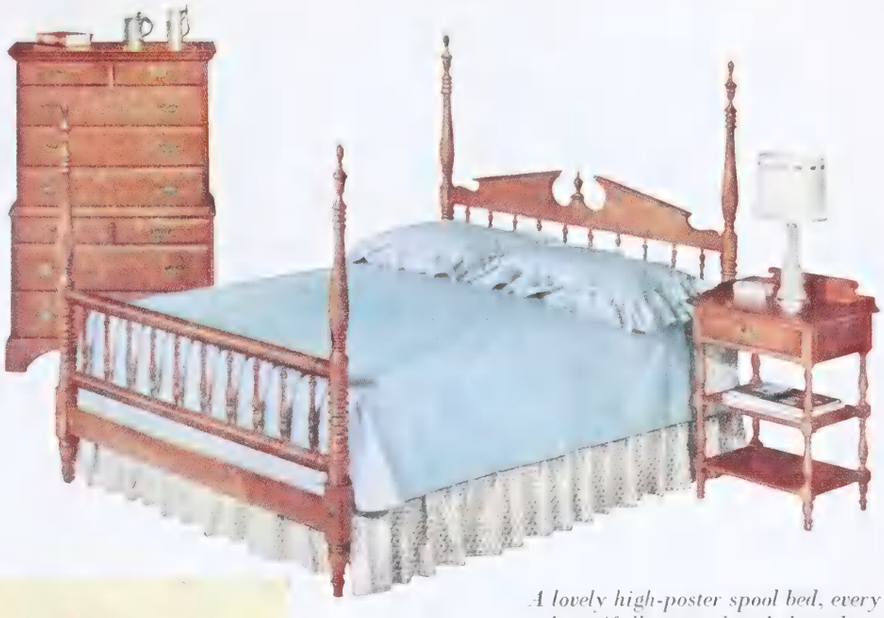
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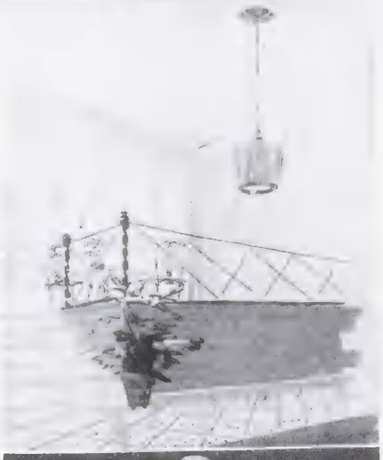
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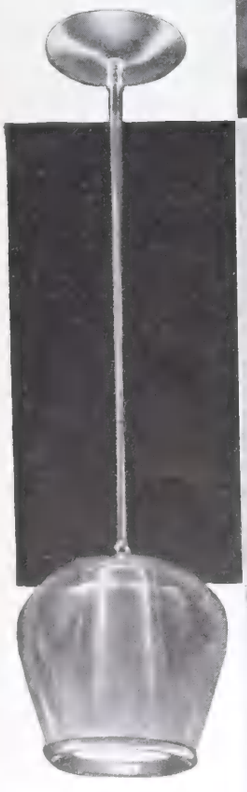




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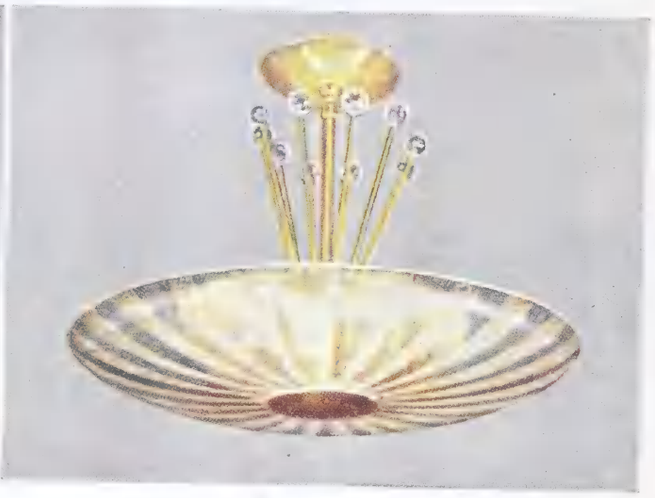
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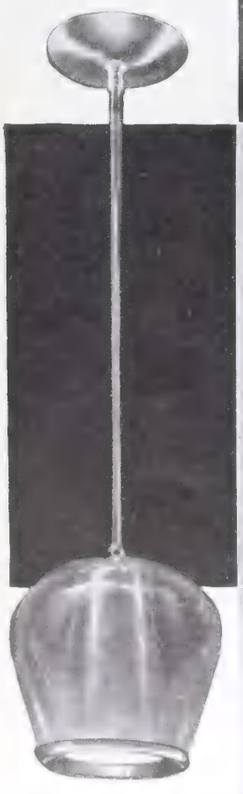
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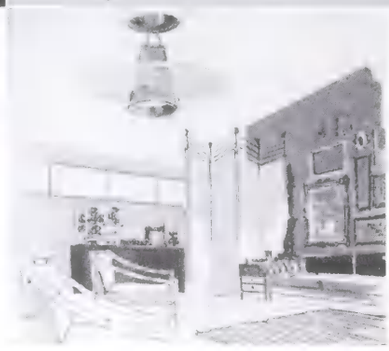
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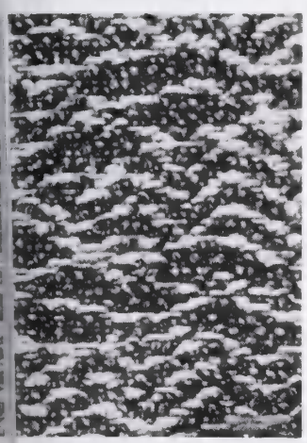


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DECORATOR'S DIARY

CONTINUED FROM PAGE 161

ably irregular seems as if it have been hand-woven. Ob- it couldn't have been, not a square yard—which isn't price, come to think of it. 00% wool carpeting as wool ning these days. Ordered it ery smart mixture of black n and a pale, creamy natu- n remember when I thought and tan were natural ene- But I've come to be positively iastic about seeing them to- In this case the tan and give the effect of a luxuri- light-toned carpet, but the keeps it from being too deli- oo quick to soil.



tion Tweed"

always frowned on the one- ads-to-another procedure. th the whole, your mind's- ure of the finished job, and ckward—or you're headed for conflict and confusion. hat I always say. But I'm ys right. At least, it worked e the opposite with Mrs. d's living room.

one thing" was "Meadow a new Everfast print. We pping for a drapery fabric s. Sherwood fell in love It was a pretty one all ey told us the original de- been made by painting al grass and pressing it paper. But nothing, it me, could have been less g with Mrs. Sherwood's ess of furniture.

mess because I'd had to with it three or four times years and had yet to turn I'd call a satisfying job. ntique dealer, I suspect, b his hands in rosy glee, the dollars it would net t of the pieces are late -century or early nine- ntury, too late to be blessed with truly classic grace. None has the simplicity of Chippendale or Sheraton or good French Provincial. It's all tricked out with intricate brass grilles, galleries, carved pedestals, ornate details that are different enough, but decidedly lacking in distinction. Had tried to tone down the busyness by introducing a few simple upholstered pieces. But to me the room had always seemed unbearably stuffy.

So I vetoed "Meadow Grass" firmly. Must have been a little too firm. Could sense pique in Mrs. Sherwood's manner. Felt her determination rising. In desperation, I snatched at the fabric as a bargaining issue.

"Might not be so bad if you had plain walls."

"Well, Alec says he's awfully tired of that mural. I had just about decided to paint."

"We'd have to recover your sofa and those two chairs."

"I was planning to leave that until next year, but I don't have to."

"And your rug. I can't see that Renaissance scroll with the Meadow Grass."

"We need a new rug in the country. Maybe the scroll would look all right there."

It didn't happen quite like that, of course. But one thing led to another and in the end, no one was more surprised than I.

Draperies were made up in the "Meadow Grass," the pattern in white touched with pale green on a sage-green ground. Same print for one of the slipcovers. Walls were painted deep slate gray; woodwork, white. A plain, sturdy upholstery in the same gray-green as the ground of the print was ordered for the sofa. Sofa pillow and

(*Please turn the page*)



"Meadow Grass"

luxurious comfort of the finest sofa,
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you are in a bed of standard height and matchless comfort

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in 16 exquisite colors.
The shade shown is
Cloud Blue.





JAMES LEES AND SONS COMPANY, BRIDGEPORT, PENNA. OTHER FAMOUS I

DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

slipcover for the other chair in linen, yellow with a slight greenish cast. Wall-to-wall carpeting, solid color, matches wall.

Now, to my delight, that room seems all of one piece—and quiet. The dark walls tone down the furniture, muffle the distraction caused by so much restless detail. But the bright spots of yellow and white keep the room from being too somber. You could clear out all the antiques, move in a collection of modern pieces, and you'd have a modern room. That will never happen in Mrs. Sherwood's time, I'm sure. But even with the fussy galleries and the carved pedestals, the room has some semblance of ordered simplicity. The air is cleared.

Every now and again somebody tells me about someone who is doing something "really spectacular" with ceramic tiles. Always rush to take a look because there's no denying tiles are about as practical as anything you'll find and they can be pretty. But too often they're not. Either the tile designer has been talking to himself (my diagnosis of designs that have no perceptible relation to the place and manner in which they are to be used), or else the furniture in which the tiles are set is so dismal, the finest tiles in the world wouldn't make up for it. So I climbed the stairs to the studio of Margot and Jack Stewart ready to take a dim view of the whole operation.

But the sky brightened when I saw their tile-topped tables. Frames are weather-resistant wrought-iron enameled black or white, and much more sympathetic to tiles, I decided, than wood frames which are apt to be gross and heavy-looking.

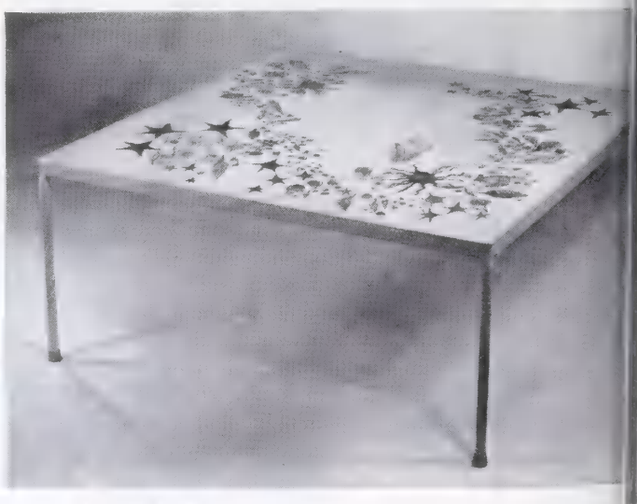
Also carries out the practical idea instead of stopping it the tiles stop. A few of the d I passed over quickly—the that resembled those very modern paintings done in brushless, paint-dribbled-on technique. (Like them even tables than on the wall.) But of the geometric abstracts truly handsome. Likewise th mottled with color shading dark to light to dark again tortoise-shell effect. A few w gaging potpourri of whi nature forms.

Earmarked a square framed coffee table with a pattern to show Mrs. Hab Should team up nicely wi dark-finished rattan furnitur the Philippines. And one consoles ought to end the h a plant table for the Taylo ing room.

My friend who is taking course in decorating was a to draw up an eighteenth- dining room. "The eighteen tury dining room," said sh ing the professor, "has st style right up to today."

Well, yes, it has. That ably why it bores me. I've many, many hundreds, a about alike. Seems to me a room, if it's used *only* for is one place you can afford get the rules, abandon the and go romantic, whimsic matic, or quaint, as you mind to. There are comf convenience requirements sure, but they are few. spend so little time there—l three hours a day in

(*Please turn to page*



Iron-framed tile

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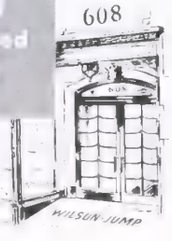
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Now your china can match your walls

Are you a stickler for perfectionist matchin See how made-for-each-other combinations of wallpaper and china can give the finished, luxu of "custom" design to a dining area or kitche



Pick "Wild Strawberry" chinaware, echo the design on your v It's a pretty custom-matched scheme to save you endless searc for things that go together. Wallpaper is made in three backgr colors, chinaware is white with red strawberries, green le



er your country dining area in an all-over leaf pattern, "Wood-," and you can have china with the selfsame leaf done in a er design. All-over patterns are not monotonously copied onto china, but are "adapted" with the relief of a white ground.



leasant Pennsylvania Dutch pattern, "Yorktown," would be y at home in a modern dining area or in a Provincial last nook. China repeats bird motif. All china and wallpapers be bought separately. The china is open stock.



herry Time" wallpaper in the living part of your kitchen, tiny dinette. Match it with cherry-bordered china. You get de-to-order look at moderate price. Talisman papers by Wallpaper Company, dinnerware by Blue Ridge Pottery.

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DECORATOR'S DIARY

CONTINUED FROM PAGE 168

stretches—why not indulge your hankering for a-little-goes-a-long-way colors and designs? What you'd quickly tire of in the rest of the house you can enjoy in the dining room because you take it in small doses.

Never really planned to have the chair seats carry the decorative tune for the whole room. But that's just what they do in Ellie Friar's dining room.

Her chairs are as pretty as any I've seen. Ten beautifully preserved Empire side chairs with open backs and upholstered seats. They deserved a good fabric, so we ordered a French tapestry from Brunschwig & Fils. Bright blue flowers with bright green leaves, primly spaced just so, on a natural beige ground. Name of the pattern is "Maine." (Too much for me to figure out.)

We didn't need much yardage. Even so, this had to be chalked up as a major purchase, since the price—I blush to mention—was in the neighborhood of $40 a yard. Hardly need say we felt obliged to go easy on everything els this case, economy proved policy. Here's the compl parquet floors stained and bare of everything at the three French wind length jalousies stained tone as the floor; walls dull yellow-green. No curtains.

In this austere setting, of the little blue flowe



"Maine" tapestry

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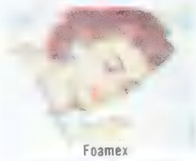


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...his most particular wife insists on furniture



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for comfort in cars



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for comfort in mattresses

It used to be, the most beautiful furniture was the most uncomfortable! That was before *Foamex* cushioning.

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Quaker Cloths priced from $5.95 to $54.95.

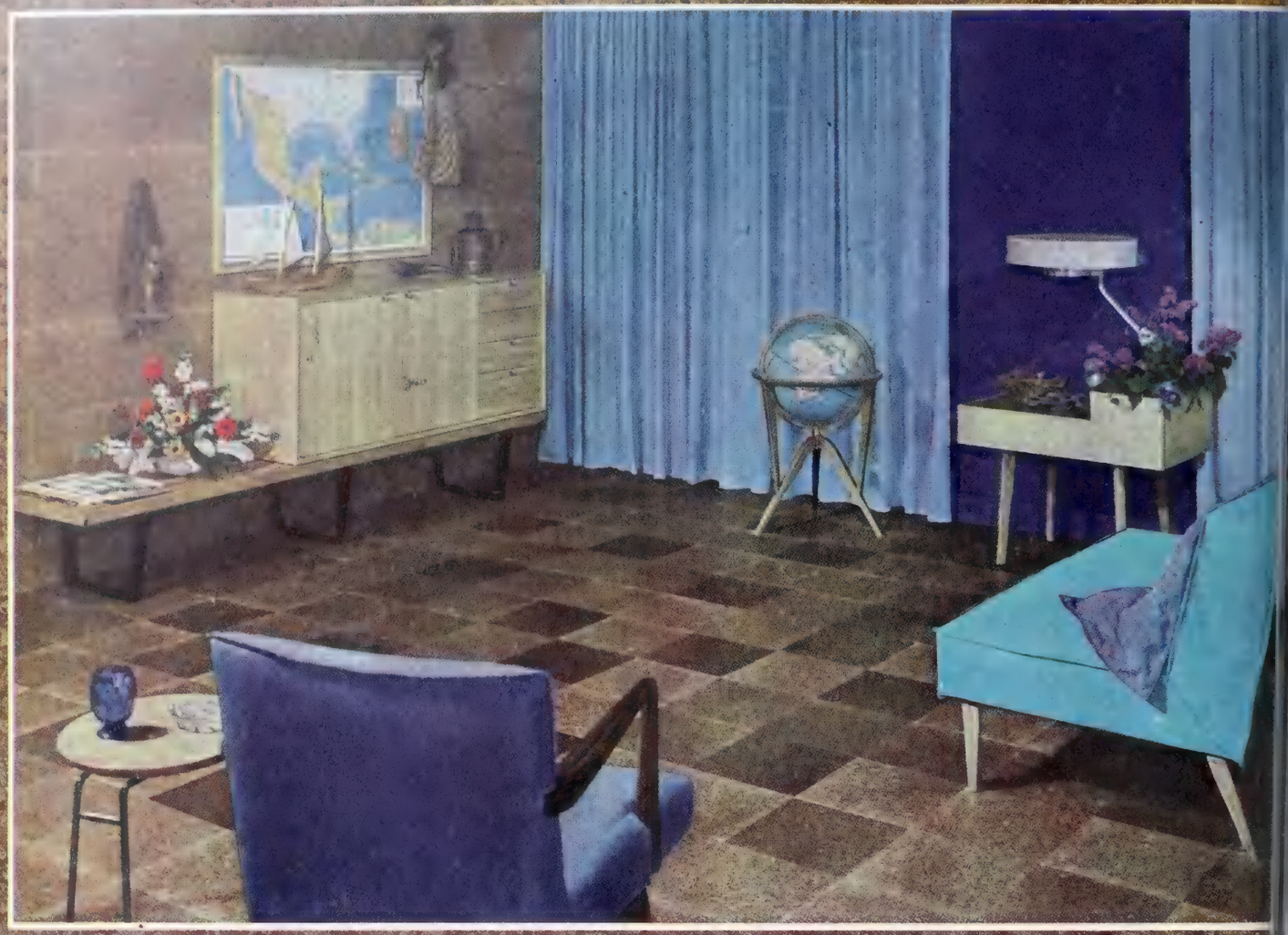
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Biggest Style News:

GLITTER, GLITTER, EVERYWHERE



House Beautiful reports on a brilliant new facet of enriched, contemporary design. Every material that glistens or glows is adding its sparkle to home furnishings: the gleam of metal, the glimmer of lusterware, the opalescence of pearl, the prismatic blaze of crystal, the new iridescence in fabrics. You'll see the great gamut of glitter in the pages following

STAINLESS STEEL

Newest glitter is stainless steel, glowing in table legs and furniture hardware. Here it teams opulently with terrazzo and gold-printed fabric. *More on page 185.*



ROOM BY GUMPS · DRAWING BY ERNEST WALKER



PHOTOGRAPHED AT BLOOMINGDALE'S BY WILLIAM HOWLAND

Glitter, glitter, everywhere *continued*

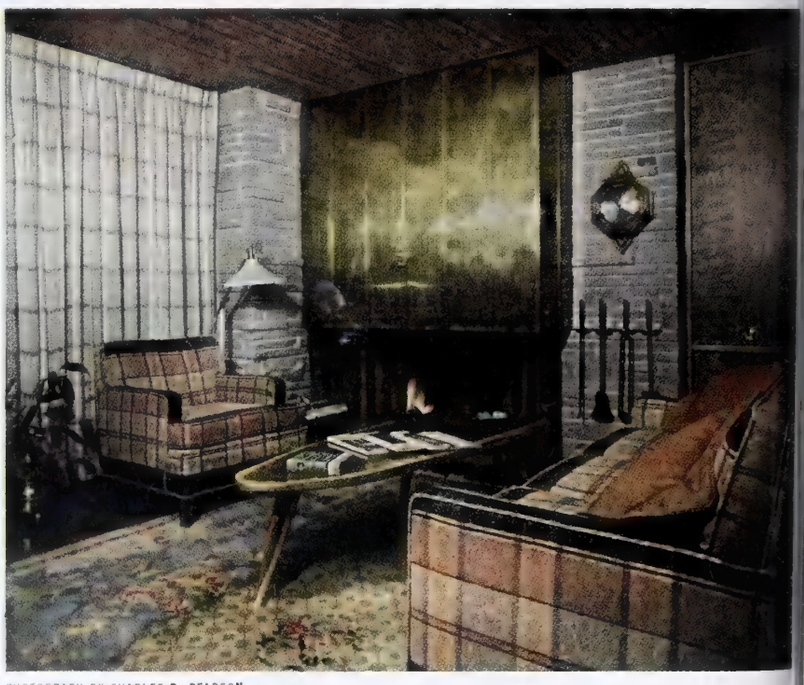


BRASS

Sumptuous glints of gold shimmer in fabrics, flicker like lost diamonds in the tufting of carpets. Yet they're thoroughly durable, easily cleaned. New metallic dyes and nontarnishing yarns make them so. In furniture, see the assertive brightness of brass. Bed by Johnson. Paul McCobb tables, Directional Showrooms. Swatches are described on page 292.

BRASS

YOUNG & RICHARDSON, CARLTON & DETLIE, ARCHITECTS. ARTHUR MORGAN, INTERIOR DES



PHOTOGRAPH BY CHARLES R. PEARSON

COPPER





Glitter gives you a chance to brighten the non-glittering matte finishes and glossless textures of modern homes. Used architecturally, as in the burnished copper firepiace wall in the Seattle home of Mr. and Mrs. J. E. Blume, metal adds lively light to rooms with such light-absorbing surfaces as wood and brick. Fabrics, S. M. Hexter. Lamp, Lightolier. Swatches at left described on page 292.



accenting of wood with glints of metal ware was a device of 18th-century furni- designers. But you find modern designers metal with wood in a score of fresh ways. In the comb-back bed and tables bright dowels of brass are structural of furniture as well as foils for low- gloss of wood. Johnson Furniture Co.

BRASS

PHOTOGRAPHS BY DALE ROOKS



in shining patterns of golden rings im diamonds, adds its glancing lights Bodart sideboard. Rings are usable pulls, but the diamonds are there solely ellish the cabinet doors—in short, to the eye. There seems to be a reviving in this kind of applied ornament, prob- ecause we've seen so little for so long.

Please turn the page

BRASS



Brass beams as brightly in traditional design as in the latest innovations, so no one style is "typed" by brass. The solid brass tripod base adds a bright newness to the traditional look of this Baker table. It swivels from coffee-table to serving-table height.

THREE PHOTOGRAPHS BY DALE RO

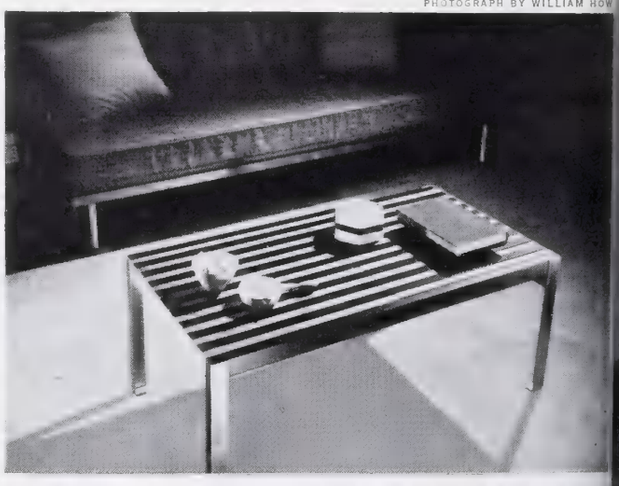


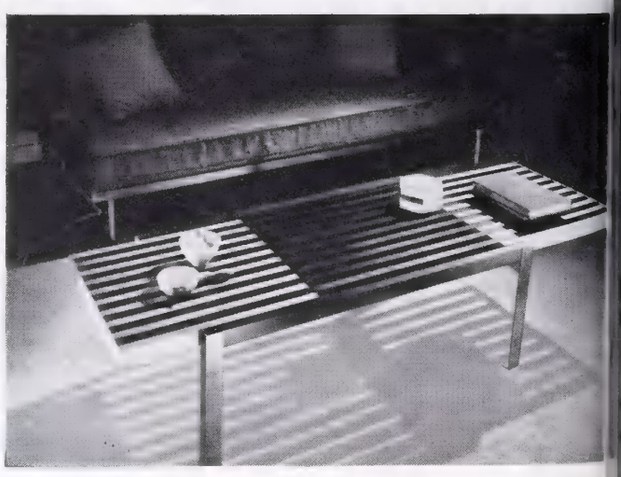
The rich, ornamental sheen of ormolu is back. But like all effect modern glitter, this gilt-brass embellishment is simple in form a sparingly used. See this in the dull gold cabochons and beading two chairs and a console by Bodart. These pieces derive their desi from the Empire period, when ormolu enjoyed its extravagant heyd



Four slender, glistening shafts of brass pierce through two tiers of wood to form this Bodart table. Finials in the top secure the legs. No avant-garde design was ever more direct, but the warmth of gold and mellow wood gives this table an undated elegance.

PHOTOGRAPH BY WILLIAM HOW





Brass legs support as untraditional a table as ever was. Normally (at right above) its surface is a striped marquetry of contrasting woods. But this is a mobile marquetry—interlocking slats that separate (right) to extend table length. Grosfeld House.



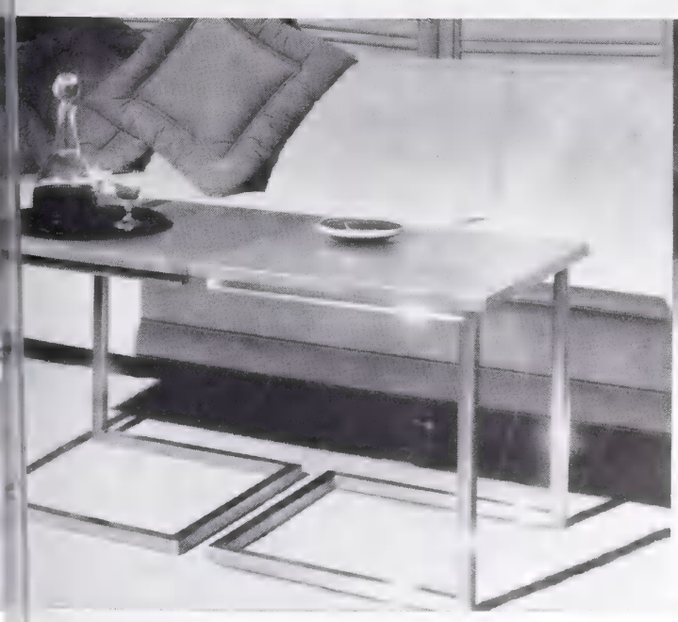
A U-shaped bracket of stainless steel makes the base of a new table. It is balanced and weighted so the table can't tip, even though cantilevered. This elimination of half the legs makes these tables combinable in numerous ways. Individually, they are fine supper tables. Grouped in combinations of two, three, or four they become a coffee table.

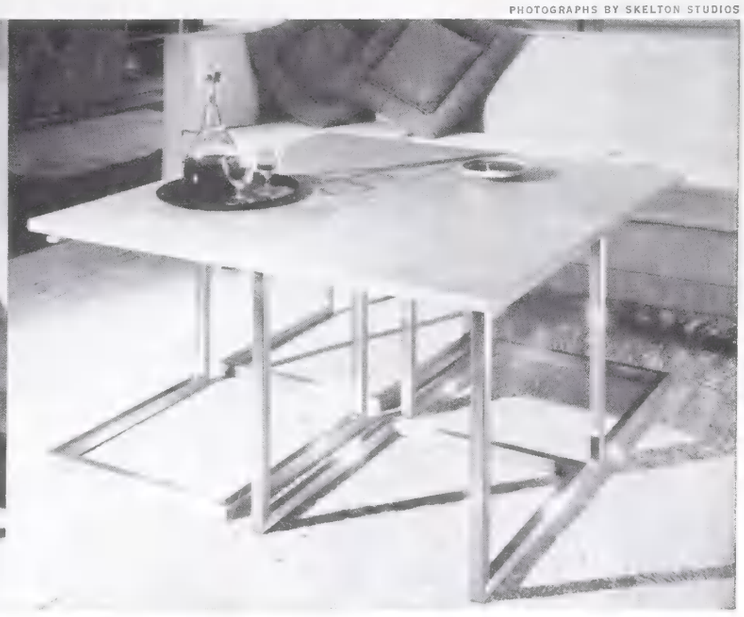


STAINLESS STEEL

Technology is creating new glitter. The new Celaperm method of coloring acetate has started an iridescent, changeable-color trend in fabrics. We are caning chair seats with sparkling cellophane. The silvery gleam of stainless steel has inspired designer Eleanor M. Forbes to use its strength in cabinet hardware and in these table bases. Look back to page 179 to see how richly they mingle with Fortuny's metallic printed fabric. Eleanor M. Forbes and James Gordon Mills, decorators for Gump's.

PHOTOGRAPHS BY SKELTON STUDIOS







Styles are merging

Traditional Design is affecting Modern Design. And Modern is affecting Traditional. As the two move closer together we are finding that more things can look equally well in all settings

By the Editors



e spindle became a common idiom in modern furni-
gn it produced a surprising by-product. It made tra-
furniture with spindles look contemporary. This
ir, by the Statton Furniture Co., is an example of how
assic suddenly is endowed with a contemporary look.

olifying of traditional pieces has become so skillful
y people, not students of furniture history, think
modern. The double cabinet (left) derives from Pal-
ut it combines successfully with modern chairs and
Provincial desk. All from Baker Furniture Co.

The battle between modern and traditional is over. And we the people have won! We are no longer passionate partisans of negative revolt. We are now happy advocates of a full life. By merging the best of all times and styles in our homes, we have inspired today's designers toward the same freedom of combining the best of all features in our furniture and in our building.

The stylistic revolutions are now past and we are consolidating the victories. The first half of the Twentieth Century enlarged the frontiers of possibility. The second half is already witnessing our intense cultivation of the newly opened territory.

Picasso, Stein, Stravinsky, Frank Lloyd Wright—they were the pioneers; we are the colonizers. The traditions that needed shattering they shattered. Now we are remolding new ones closer to the bright promise of today's life.

Ours is a time of affirmation rather than revolt. We are not against the past; we are for the present. We have the maturity and wisdom to realize that the present is but the immediate past, that everything good that existed still exists, if we will have it so. The past is not for burning. It is for the uses of an enlightened present.

So the negation of modern design—the stripped-down look, the stubborn rejection of all ornament, the frigid, fixed forms—is yielding with grace to the long-suppressed desire for enrichment. So too the equally negative stubbornness of traditional design is reasonably giving way to the needs of contemporary life for beauty *plus performance*, character *plus comfort*.

The homes of today furnish lively proof that everything in life affects everything else. You might call it evidence for a new theory of *social* relativity. The new, positive attitude toward traditional has brought new beauty into modern. And simultaneously our insistence on modern simplicity of form and function is bringing traditional designers up to date.

Styles are merging *continued*



DESIGNED BY TOMMI PARZINGER FOR PARZINGER ORIGINALS



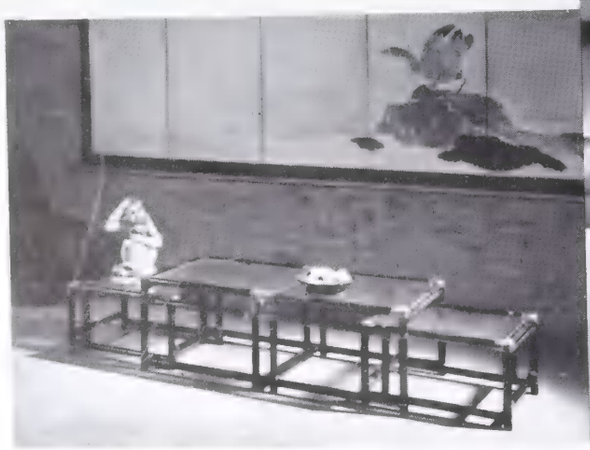
PHOTOGRAPH BY S

Modern design has been around long en
that designers don't have to make the
shout "Look at me, I'm modern." As a re
are free to find inspiration anywhere. Th
ornament is a reworking of iron H and I

This card table and chair would classify
ern, but it has many overtones of Chin
modern that is softer, rounder, more curv
less doctrinaire than modern furniture ha
to be in the last 15 years. Dunbar Furn

The cross fertilization of Chinese design with modern is sensible. The purity and simplicity of the Oriental crafts make it a natural as an influence on modern furniture, which likewise strives for pure and simple forms. This nest of coffee tables from the McGuire Co. is an example.





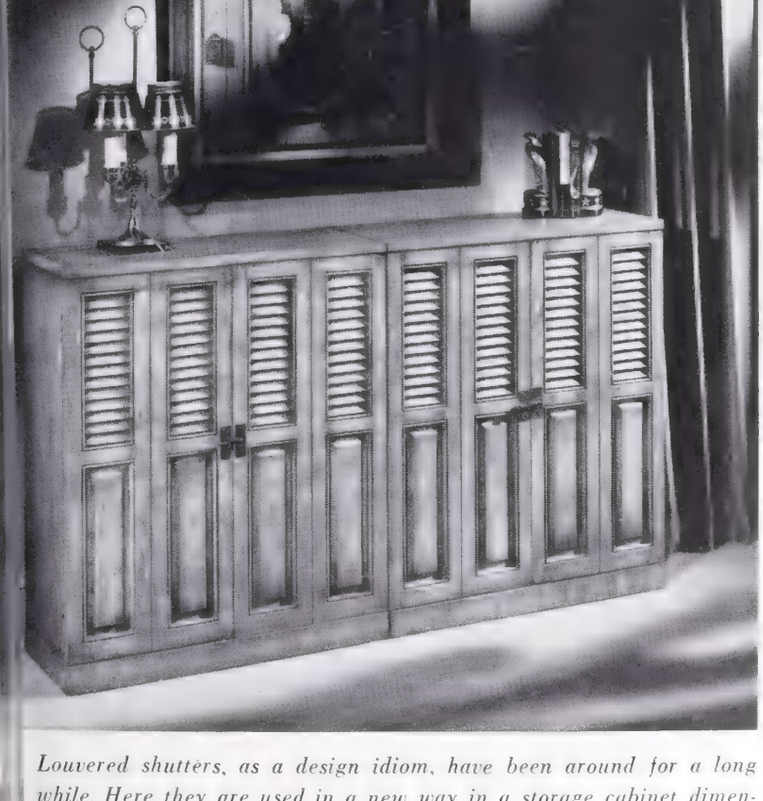


PHOTOGRAPH BY BILL JACKSON

This desk by Charak has the proportions and delicacy reminiscent of a period piece. Yet no part of it is a copy of anything from the past. Only its manners and bearing remind you of furniture of the past. Note brass touches.

What does it take to turn a piece of traditional furniture into contemporary? Very little, sometimes. Smooth out a few moldings, keep some of the shadow lines and a feeling for character and color of wood. Tomlinson Furniture Co.

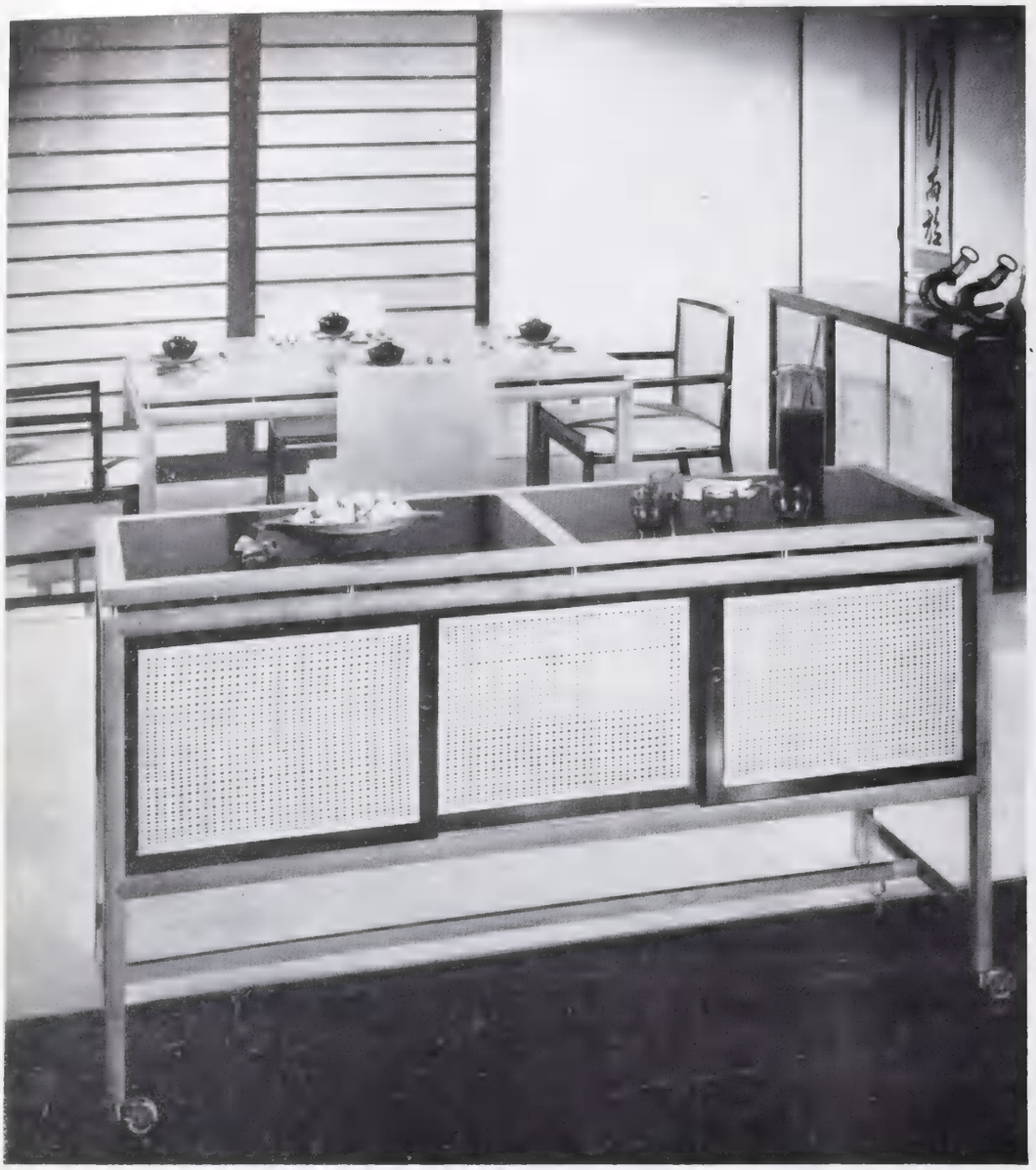




Louvered shutters, as a design idiom, have been around for a long while. Here they are used in a new way in a storage cabinet dimensioned shallowly for narrow spaces. Heritage Henredon Furniture Co.

A splat-back bench from Nichols and Stone, though technically Early American, seems almost contemporary because some of its lines are appearing in modern furniture, i.e., the splay of its bamboo spindle legs.





Deep and far-reaching are the roots of contem porary design. Rich are the results. The ne est furniture of today has the practicality multi-purpose and the softened lines of th finest of old Chinese and Japanese furnitur It combines our sense of the useful with centuries-old conception of the beautiful. The are remarkably eligible for a happy marriag We too have arrived at simplicity of form fo lowing function. What we have needed an have now acquired is an enriched simplicit such as this derived from the Far East. Th room divider at the left is strictly moder It can serve in many ways, as a divider rolled against the wall as a buffet. It is mo ern but with the molded grace and exquisi detailing of ancient Oriental cabinetry.

Furniture on these five pages from the "New World" group of the Baker Furniture Company, designed by Winsor White and Michael Taylor. Bedroom benches by Paul Tuttle. Backgrounds by Michael Taylor of Taylor/Mihailoff

A new look in furniture -but with roots deep in the past

The new beauty of modern design has the true beauty of the past. The soft, graceful forms of today flow clearly from the finest and maturest forms of yesterday

The deadly past has become the useful past. Where but rec the past was the past, the present the present, the East was and the West West, both twains have now come resoundingl gether—and with a great deal of mutual profit. Nowhere has been truer than in the American home of today. Not only has ern been cheerfully grouped with ancient, but modern design has been directly affected by the rich but studied simplici Chinese and Japanese furniture as these five pages show. Few from the past or from abroad are so appropriate for contemp use and reproduction. As we move into a new era of enrich we are bringing with us the ripe wisdom of centuries.



PH BY EMELIE DANIELSON NICHOLSON

As the modern style movement has become more narrow and dogmatic—as rule-ridden as any of the traditional styles it revolted against—it was inevitable that we come to a period where we reject all the dogmas, modern and otherwise. This "New World" furniture group, appearing in better stores this fall, merges influences from ancient Oriental pieces with modern design. Sparkling brass touches in the furniture and jet-like black metallic threads in fabric are part of the new influences.

PHOTOGRAPH BY DALE ROOKS

The Orient never produced chests of drawers that could stand side by side with their ends touching. But modern life needs such chests to give us lots of storage space without using up precious floor space. These use the soft fluid lines and joinery niceties of mitered corners, countersunk hardware, and smooth molded edges.



The Orientals employed pearl as an inlay in lacquer and wood to create a pattern. Now we see pearl with a pure vision, for what it is intrinsically. Crushed and flattened shells make an exciting new and practical material. Outlined in brass, framed in black lacquer, it has richness while still being contemporary.

A new look in furniture—but with roots deep in the past *continued*



Teakwood, ebony, and natural caning—all materials of traditional cabinetwork in the Orient—reworked to become a contemporary-looking and -acting coffee table. The teak top is laid in four squares and finished so natural grain shows. Structural frame is mitered at corners, and all edges are softly rounded in Chinese manner.

PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON



The soft, molded cabinetry of the Orient has been reapplied in this television cabinet with a tambour front. Tambour design comes from Europe of the 18th Century, thus merging fragments of two old cultures to serve our contemporary third. Pull-out shelf that swivels makes screen viewable from a wide arc.



A new look in furniture —but with roots deep in the past *continued*



PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON

The designer of this furniture clearly possesses both the past and the present. The structural grammar of furniture-making in the Orient has been mastered, to be reworked with contemporary simplicity and in modern dimensions that relate to our wall spaces and storage needs. Seat of the stool turns upward slightly at the corners, giving a jaunty, vaguely Oriental look. See its brass trim.

No desk such as this ever existed in the Orient, but most of the details in the joinery were created there by hundreds of woodworkers perfecting the best methods to assemble pieces of wood so they would not warp or twist. Centuries of craft development produced furniture that was pleasant to touch and which did not readily reveal small accidents. Why should we not benefit from it today.



For more information about the furniture here and on preceding pages, please turn to page 318

A good thing *is always* a good thing



This chair, under its graceful exterior, is a platform rocker, one of the most comforting inventions known to man. But we are showing it to you because it fulfills to a T the three great requirements of a Good Buy:

1. It has wide usefulness and adaptability. It is classic enough in appearance to mix with Colonial, Modern, Provincial, 18th Century. It would be useful in living room, bedroom, dining room. A change of covering changes its character.

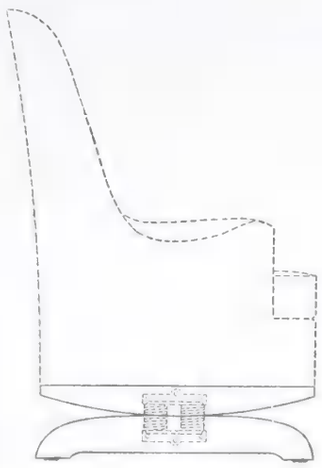
2. It is an object of intrinsic quality, painstakingly constructed of excellent materials. Its frame is hardwood; springs are high-carbon steel secured to its webbing with strong metal staples; its filling is resilient cattle tail hair and cotton felt. Even the metal base of its buttons is non-rusting.

3. Its price is reasonable. No comparable chair costs less than $195. In muslin, the price of this top-notcher is $125. The finished upholstered price varies according to choice of fabric.

A House Beautiful CLASSIC

PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON





Heritage-Henredon's platform rocker has the classic timelessness of the simple, well-cut suit that dresses you stylishly year in and year out, despite passing fads of fashion. The chair looks modern in the kick-pleat version of its covering (above). It becomes traditional in ruffled chintz (left). Its spring-filled T-cushion is reversible.

For stores where you may see this Good Buy, turn to page 302

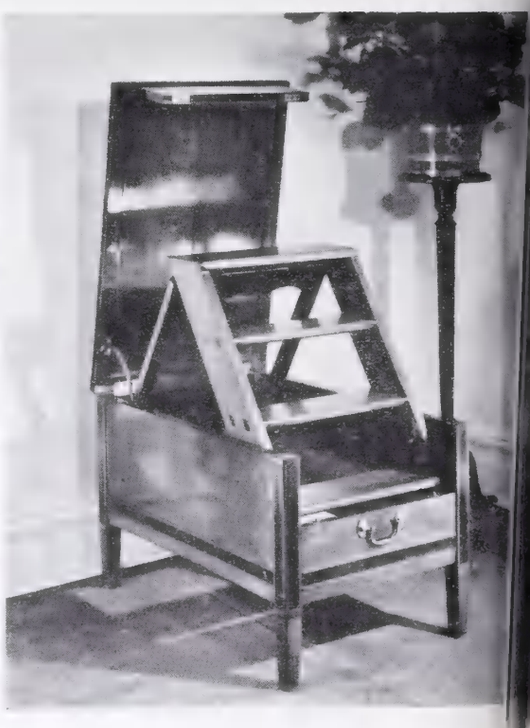
ALL THAT FUNCTIONS IS NOT MODERN

Some Modern furniture, by becoming as self-consciously formal as any period style, has lost much of its original purpose of being functional. Here are 7 handsome pieces out of the past that pack a lot of usefulness into little space

Somewhere, somehow, some (not all) m ern designers took the function out functionalism. While the modern movem as a whole stayed on a rational track, so modernists left it by becoming obsessed w certain forms, miscalled functionalist—bo machine forms, molded chairs with a m not quite human, "free forms" that alw look like kidneys, etc. These few became doctrinaire as any stylized designers of past. Result: They often sacrificed functior their fixed, usually cubist, forms.

"Functionalism" has so long been the ba cry of modernists that we have tended to gard Traditional as automatically *non*-fu tional. Actually there are pieces from the p shown here, that function beautifully; t have the function of utility as well as beau





This low, oblong, mahogany end-table was made in England about 150 years ago and is as functional in its dual purpose as many a good Modern piece. Above you see it as it normally appears. In the photograph at the right it is open for its secondary use as library steps or, indeed, to help one reach any upper storage cabinet or shelf space ordinarily requiring a high stool or a stepladder.

he English, we often forget, nd early Americans were a ery practical people. They too emanded a good deal of per- rmance from their designers addition to stylistic beauty. small English console of the te 18th Century (right) blos- oms into a dressing table (far ght) with a mirror, counter pace, pockets for accessories.





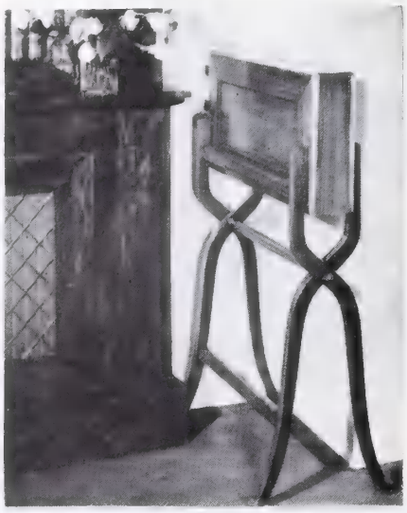
ALL PHOTOGRAPHS TAKEN AT SYMONS GALLERIES BY WILLIAM HOWLAND





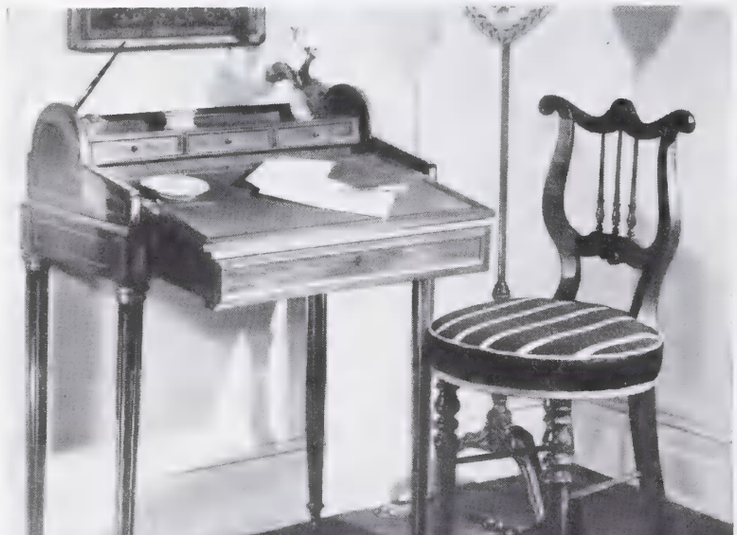
Around 1790 this little gem appeared to delight the English. It's known variously as an architect's table or as a drawing table. Actually it's as nice a writing table as one could wish. It is equipped with special pockets for drawing or writing materials. It provides handsome evidence that all that functions is not modern, just as some cliché modern does not function at all.





All that functions is not modern *continued*

This folding, rosewood table *can double fo*
bar or a writing table. Late 19th-century Engli
it is remarkably useful in today's cramped spa
It can be put away as easily as a card table
stacked against the wall when not in u





Roll-top desks are not new, *as this late 18th-century Directoire desk proves. Note, too, the adjustable writing shelf which can be pulled out and lengthened. Legs have delicacy, but are visibly strong enough to support bulk of desk. Thus, in one piece, a Directoire designer combined the esthetic and the functional.*



Those practical Englishmen *had comfortable library chairs for reading and made the same chairs serve as library steps for reaching books from the high shelves of their book-lined walls. This particular library chair dates around 1800, but it could, with but a few changes, emerge from the furniture factories [illegible] almost as it is.*



ALL PHOTOS TAKEN AT SYMONS GALLERIES BY WILLIAM HOWLAND

Modern, multi-purpose furniture *can easily be derived from or fitted into period pieces, as may be seen below. This Sheraton high chest was re-created from American design of the period 1790 by the Kaplan Furniture Co. for its Beacon Hill collection. Few if any modern pieces can perform in so many ways. The interior of the cupboard is equipped with sliding trays to hold individual laundered shirts. There are a pull-out tie rack and an adjustable mirror, springed clips for memoranda, and a gold-tooled leather slide shelf. It is truly traditional furniture carefully engineered for modern requirements.*



TWO PHOTOGRAPHS BY GEORGE M. CUSHING, JR.



New sparkle

on your dinner table



PHOTOGRAPHS BY ROLF TIETGENS

More than ever "all is not gold that glitters." This is
cially true on modern dinner tables. For new tablew
an endless treasure trove of such radiance as burn
brass and copper, metal-shot linens, fiery cut crystal,
ing lusterware and mother-of-pearl. It's like a pale
stardust, waiting to be mixed—by you and as you lik
with the familiar glistening loveliness of sterling and

By Frances

Now a tablecloth may be a shimmering weave of gold or silver, fragile to look at, but easy to keep. It may even be old damask embellished by you with a couching of gilt braid. Left, Tommi Parzinger's brass sconce; gilt-shot Celanese cloth and napkins, glittering with Lurex threads, Felix Tausend; copper plate, coffeepot, golden glass bird, courtesy Carole Stupell.





Cut-glass brilliance
but not as you may
Cuttings are exquisi
ple in usable moder
Glass for Old-Fashi
Baccarat's "Austerli

Fine old crystal,
antique prism lus
Nesle, blazes with
spectrum. Such
sparkle for your tab
under wraps in y

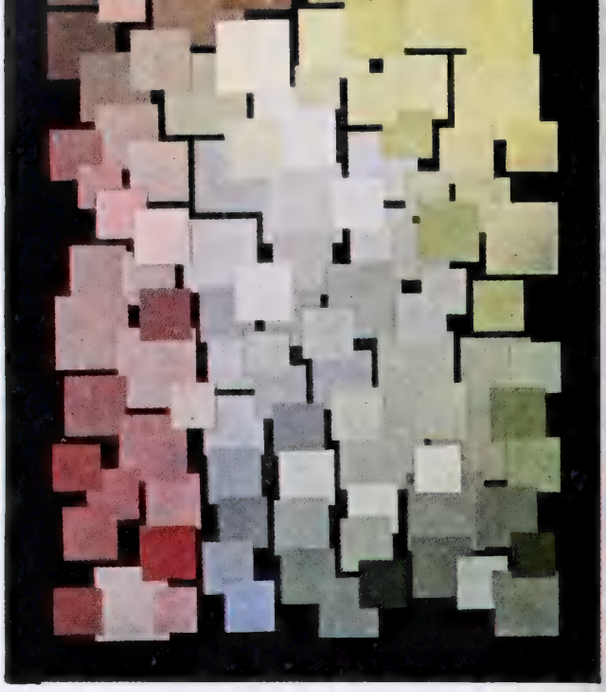
OTOGRAPHS BY
RA STOLLER

Glitter is everywhere, in the old and the new, in the softly beaming or the brightly shining. You can see a blue brilliance in Bristol glass, a gleaming patina in antique wood. When you recognize this, mix it elegantly with such modern sparkle as gold-bright Dirilyte flatware, gold-rimmed china by Franconia, crystal-clear Cambridge glass. Mats, sumptuously (but washably) scrolled in gold, courtesy of Lord and Taylor. Leather on chairs, courtesy of Upholstery Leather Group.



Even your most functional serving dishes may have the brilliance of brass, the satiny glow of brushed aluminum or the smoldering sheen of copper. But, like Tommi Parzinger's brass "Thermos" servers from Vincent Lippe, they have a new delicacy of form. They take their place as gracefully as sterling with the most elegant tableware. Photographed in the living-dining room of Mr. and Mrs. C. Eugene Stephenson.





These are the colors you have been decorating with. This pretty arrangement of color chips shows which are best sellers of Martin-Senour custom-mixed paint division. Popularity of these colors parallels closely most popular colors in rugs, fabrics, wallpapers. All evidence points to the fact that you are ensembling the colors and patterns you buy with skill and assurance, with an understanding of how things relate, blend, complement.

All kinds of GOLDS and DIRTY YELLOWS

All kinds of yellows have been popular in the last five years. Now a slight shift in preference toward dirty yellows (gold) and pumpkin is developing. Scheme below is typical, will have acceptance for a long time, we predict. Patterns of these fabrics and wallpapers typify public acceptance.



MISTY and IMPRESSIONISTIC

A great many people are decorating in the brown-to-beige family of colors, using as accents soft greens, faded blues, pale faded pinks, and yellows that are almost gold. Results are warm, beautiful, relaxing, practical. The decorative scheme (above) is typical—in color, texture, and pattern—of what people are ensembling. Note that there is only one pattern; and it is misty, impressionistic, and softly colored.

By Elizabeth Gordon, Editor

Your taste is better than its reputation

The home furnishings you have been buying since the war you have chosen well. Furthermore, you are combining things skillfully, making good color schemes, using patterns in a balanced, sure way. You are doing fine, so don't let anybody tell you otherwise

We are tired of hearing how terrible your taste is, and we are finally in a position to say it isn't so. Now we can prove it—with twelve billion dollars worth of sales figures.

Five years ago we started making yearly checks to see which home furnishings and decorating materials sold best. We tried to find out how rapidly tastes changed, a subject about which there has always been confusion.

We found out what we were after. But we also stumbled on a big, unexpected bonus: The Best Sellers have been, almost invariably, good designs.

The first year we hesitated to conclude that Best Sellers are always well-designed. It could have been a fluke. But each year, for four years in a row, the same thing has happened. The fabrics, rugs, wallpapers, hard floor coverings, etc. that sell best are the best-designed. The "dogs" never make the grade to become top sellers, seldom ranking even as high as third or fourth place in any manufacturer's figures.

But that is not all we have learned. By gathering in one room the actual (*Please turn to page* 307)

SEA-WATER GREENS, BLUES



Soft, grayed greens have been widely bought and used since the war. Now a small preference is beginning to appear for greens that lean toward blue: sea-water greens, greenish blues, aquas. Decorating schemes that combine blues with greens are beginning to have a new acceptance. The swatches at right typify the colors and color combinations of this new tendency. They also show the way patterns and textures are being used.

PHOTOGRAPHS BY ROLF TIETGENS



A world of your own choosing

Each of us, on our own, can create a personal renaissance. We can shop the whole world of space and time. For ours the first civilization in history that has the techniques for reaping the best of all styles and all centuries

By Roy McMullen

Over a recent week end, just loafing • with the phonograph and the radio, I heard Beiderbecke playing in a Chicago cellar some time around 1926, a mass composed by Machaut when Chaucer was a young man, the inevitable Beethoven, and finally the mass written by Stravinsky in 1948.

You can't pin a time label on that week end, and you can't pin one on this year or on this generation any more easily, for the music I heard must have been heard by several hundred thousand other people. It had—and this is an indication of the speed with which the next America is approaching—a commercial audience.

Someone, therefore, should explain to our dictatorial manifesto men that they are being tedious and anachronistic. Not, of course, in starting new movements, or in offering us different chairs and curtains, different still lifes and concertos, but in assuming that by ringing in their new they are ringing out everything else. It doesn't happen that way any more.

The principal reason for the richer home lives we lead today, for the extraordinary expansion of our personality-space in the past decade, has been our alertness to exploit esthetically our technological victories. That is what has transmuted our Yankee gadgetism into a new and peculiarly American, as well as universal, kind of humanism.

We have, for example, used our conquest of space not only to travel more, but also to alter the map of our tastes. We have ceased, with an abruptness which would have astonished Henry James and our other great expatriates of a generation ago, to be provincial; *we now shop in the world.*

But I think we are still rather reluctant to believe that we have vanquished time almost (*Please turn the page*)

re is a home that represents new freedom so eloquently cribed by Mr. McMullen

he heart of the anthracite region, Scranton, Pa., a young couple has achieved rld of their own choosing. Against the drop of modern architecture, they have mbled the varied objects and furniture of past and present, shown here and on ages that follow. A contemporary house, decided, would best meet the problems ell as the advantages of contemporary life. rnishing it they exercised the new om of taste which allowed them to all styles and all periods for what they whether authentic antiques or excellent s of Biedermeier chairs (so suitable in icity of form for modern reproduction).

A world of your own choosing

continued

as thoroughly as space, and to draw the revolutionary consequences which are ready to flow from that exciting victory. Although our homes are full of signs that "here" in this age of flight means "everywhere," there is not so much evidence that we realize "now" can mean *all centuries and all styles*, that the techniques of our industrial democracy have metamorphosed "the present" from a poor ephemeral point into a great panorama. Many of us are still temporally provincial; *we don't shop in time.*

I suspect that a false notion of what constitutes "modernism" is the cause of this odd sort of voluntary impoverishment. Every few years we consumers hear mysterious sounds of ruction in the art world, and then some one brandishes a manifesto at us and roars that we have entered a new period. The locomotive of esthetic history has just run over another style. Abstract painting? Extinct. Long live magic realism. Or perhaps it's the other way around. Anyway, eager and a little jumpy after fifty years of noisy cultism, we are much too apt to be impressed.

Most of us have been taught to arrange painting, furniture, music, and the rest of the truly domestic fine arts in neat, single-file chronologies which somehow imply that each style died obediently or was bullied to death on the day a new one was born.

Now of course this is nonsense, and we know it is nonsense, in that part of the mind which reflects without acting. Mere fashions will fade, creative artists will have their intensely individual and necessarily contemporary visions, but an authentic style is no more mortal than the human mind, which is to say that *it lasts as long as it works*, that it is contemporary wherever and whenever it is effective.

This truth is not a recent discovery: it has always been tacitly acknowledged in literature, and it was an important element in the complex of forces which produced the Italian Renaissance. What is new is the fact that its power has been increased a millionfold by twentieth-century methods of *collection, exhibition, reproduction,* and *merchandising* to the point where it is now capable of transforming the daily lives of all of us. What happened to literature when printing was invented is now happening to the other arts. *The dragon Time is dead at last, and we have inherited his treasure hoard.*

The distribution has (*Please turn to page* 208)

This Pennsylvania house is a modern house beautifully integrated with the rolling meadows and low hills. As you come down the driveway and see it for the first time, you are instantly aware of its richness and serenity.





Entering the Linder home, you have your feeling confirmed that here is not a modern house with modern clichés, but rather a completely personal one with furniture and accessories freely chosen and freely combined.

long loggia forms a rather stately but retentious and well-protected roach from the parking space to front door. The preservation of privacy the road side is remarkable in nobtrusive effectiveness.

ALL PHOTOGRAPHS BY MAYNARD PARKER



end the steps leading from front door and you are in the g room (right). On the upper level e circular dining room, cleverly ned when required by movable, lar panels of scenic grass cloth.

rs:
. and Mrs. Bertram N. Linder, Dalton, Pa.

ect:
ward D. Stone

ates:
rl J. Holzinger & Roy S. Johnson

rs:
S. Johnson & J. Stein

A world of your own choosing *continued*

scarcely begun, but the word "period" has already become an absurdly inadequate synonym for "style." There is more Colonial-period furniture in our homes today than there ever was in all the thirteen colonies, more Romantic-period music than there was in all the courts of Germany a century ago, more Magdalenian-period cave paintings even, if you count reproductions in books, than the average Cro-Magnon family knew existed.

We hear much about the danger of getting stuck in the remote past. We should be equally aware of the peril of getting stuck in that immediate past which we call the present. Although we are right in insisting that contemporary life calls for new art forms, we do our *avant-garde* no honor by becoming its slaves. It is a corps of specialists whose job is to press back the frontiers, not to occupy all the available territory.

One section of our younger generation of painters, for instance, may be moving into a neo-romantic phase; some critics seem to think so. Fifty years ago that might have meant the displacement of a rival style; today the process is merely one of addition. For the plain fact, which can be supported by sales figures, is that we are going to enjoy neither expressionism nor impressionism exclusively, neither abstractionism nor realism, neither X-ism nor Y-ism, but all of these plus all the styles of the past, *each in its separate and simultaneous glory*.

We can now see that the spectacular triumphs of "movements" in the past depended to a great extent on the absence of effective competition in the arena of public taste. The authority of the court, the "school," the coterie had its roots in public ignorance or misunderstanding of the alternative. Now that all styles have been brought into the present, we must expect to hear the voice of the consumer increasingly audible above the harangues of the sectarians: "Today is *my* period, for I now have the evidence that artistic truth is infinitely plural."

Where does that declaration of independence leave "modernism"? Well, right where it ought to be: with us as free individuals. To be modern, we say, is to be contemporary. We all understand this very well in a negative way; no one wants a Gothic refrigerator. What we sometimes forget is the positive content of "contemporary"—that most chameleonic of words. We overlook the fact that to be fully contemporary (*Please turn to page* 254)

Here a painted ivory snuff box was used as a pull. Throughout the Linder residence there are similar touches of foreign appointments made to feel perfectly at home in a modern American house. Note, for instance, the Tibetan horns converted into lamps (opposite.)



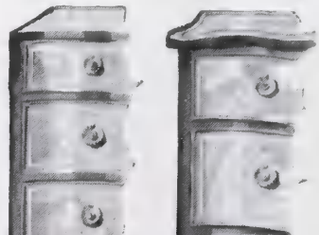


Below the sheltering overhang and in front of the living room window, is a piece of East Indian sculpture. It is quiet proof of the fact that twentieth-century America has fallen heir to the riches of the East and the West, the past and the present.



"You can't pin a time or style label on our generation. We have inherited the treasure hoard of the past. We have conquered time and space, thanks to the technology of the present, and have made the best of all worlds part of our contemporary home."





By simply taking th curve out of the legs an eliminating the ove hanging top of a Hepple white chest of drawer a piece of 18th-centur English furniture ha been adapted to moder needs. Now two suc modernized chests ca be placed flush with eac other for more efficien and far better-lookin use of less floor space Such small but truly sig nificant changes typif new trends in traditiona

Flush instead of overhang top



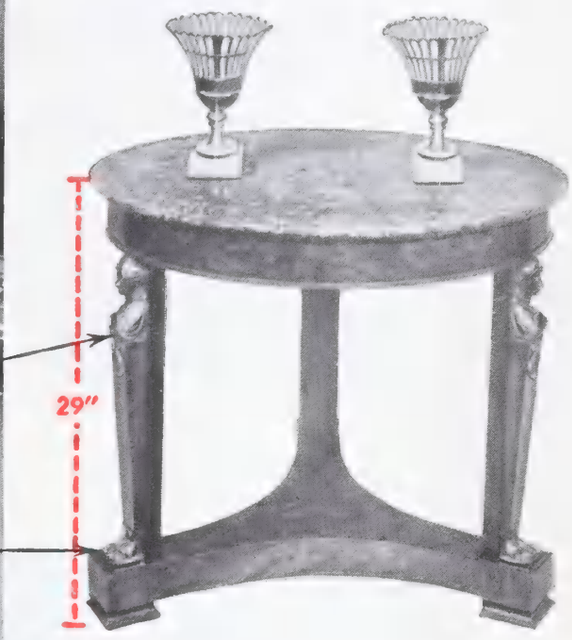
Straight instead of curved leg

TRADITIONAL FURNITURE IS GETTING MORE MODERN

Today's insistence on simplicity and clean lines, as well as utility and ease of maintenance, is causing traditional furniture to go more modern than many a modern piece. It is a reflection of our new maturity that we now feel free enough to make necessary changes in all period design according to our contemporary needs and tastes



A Regency table is here cut down to contemporary size and simplified for contemporary taste. The sculptured caryatids disappear in the process and with them elaborate corners for catching dust and dirt. When you do your own dusting, that's important. Furniture on these two pages from Kaplan Furniture Company.



PHOTOGRAPHS BY GEORGE M. CUSHING

By Sara Little

Before the last war, manufacturers of traditional furniture insisted strongly on the *authenticity* of their reproduction. They went to fantastic pains to copy exactly every detail, even every worm hole, of the original period.

This painstaking imitation clearly derived from public provincialism. People were afraid to have any furniture in their home that varied a hair's breadth from the period in which they had decided to freeze their home. And they, or rather their servants, suffered along with the ornate, clumsy and generally useless pieces of traditional design cluttering their rooms.

Two things have happened historically to change all this: First, full employment and income taxes have reduced domestic servants close to extinction. Second, we have grown up sufficiently to have the strength of our conviction about our tastes and needs. We do our own dusting, so we don't want dust-catching, superfluous ornament. We live differently from our ancestors, so we want furniture designed for our own way of life. And designers of traditional are responding accordingly.

They are combing the past for the styles best suited in purity of line for today's preferences and adapting them to meet today's performances. They are combining a traditional sense of fine forms with a new knowledge of engineered function, space, and beautiful and durable materials. For details, study the furniture shown on these six pages.



Traditional furniture is being scaled down, as here, for our smaller rooms and lower ceilings. This marble-topped chest derives from larger Empire piece.



This mahogany and aspen chest traces its lineage back to the English 18th Century but has been brought up to date by eliminating much of the unnecessary and fussy ornament of that period and by adding a practical, black marble top. Tomlinson of High Point, Inc.

The piece below is derived from French Empire, similar to the one on the left, both being made by the Johnson Furniture Co. The bow-front credenza now goes to the floor, in the modern manner, so as to provide more storage space and also harmonize with other modern furnishings.





This cabinet combines Pennsylvania Dutch style with modern multi-purpose utility. A Formica-covered flip-over top was added to the original piece for serving needs. Interior detailing was also added for neat accommodation of silver. In this instance original was somewhat lower and smaller than the present reproduction by Statton Furniture Mfg. Co.





HOTOGRAPHS BY DALE ROOKS

raditional furniture is getting more modern *continued*



Here is a 78-inch French Provincial dresser with a triple set of drawers such as the French have never seen in their own provinces. It is strictly an American adaptation, beautifully designed for modern American life, where husband and wife share the same dresser, but with separate drawers. Made by Union-National.

Traditional furniture is getting more modern

continued

Sometimes the style of a past period, with few modifications, is perfectly apt for the modern home. The leather-topped desk (left) may be called either Louis XVI or even contemporary, so very simple and direct are its lines. It is certainly as functional as it is beautiful. By Johnson Furniture Co.



THREE PHOTOGRAPHS BY DALE ROOKS

PHOTOGRAPH BY WILLIAM HOWLAND

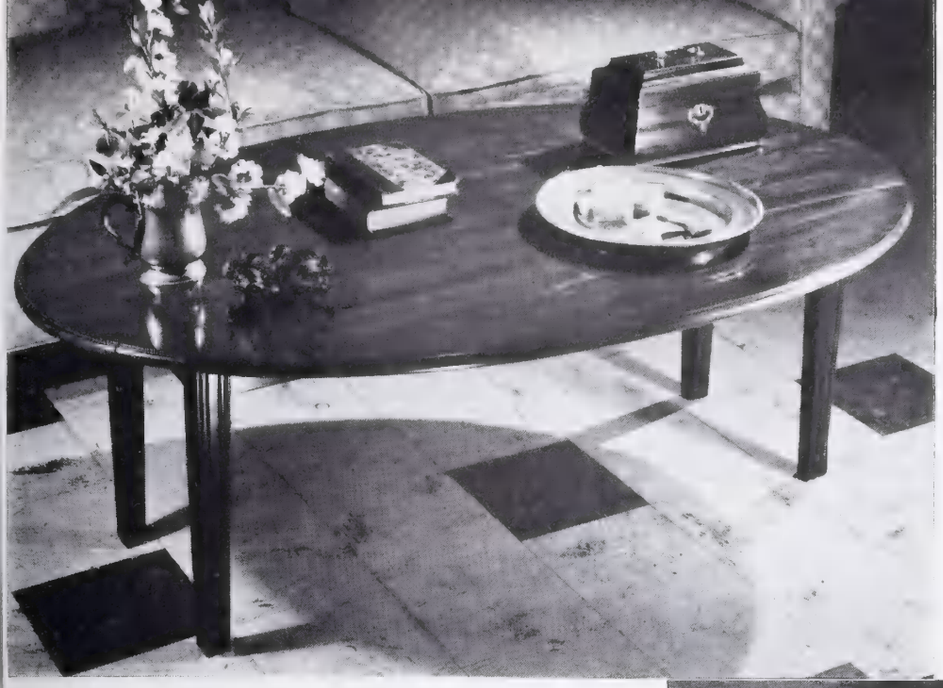




This English 18th-century commode is also American 20th-century in its utility and appropriateness. Smaller than the original, it still conserves a great deal of storage space and solid appeal. Commode and chair are both made of yew wood by John Widdicomb Co.

The Pennsylvania Dutch had a similar but larger chest than one at left, but it is extremely doubtful that they ever had one so completely outfitted with a vanity drawer. The Statton Furniture Co. also provides a drawer detailed for silver, if piece is used in dining room.





The English of the 18th Century never had a coffee or cocktail table, but they did have a dining table that could be reduced to coffee table proportions, as here. For those who like a completely period look but want furniture for modern life, such adaptation is absolutely necessary. Kittinger Co., Inc.



THREE PHOTOGRAPHS BY WILLIAM HOWLAND



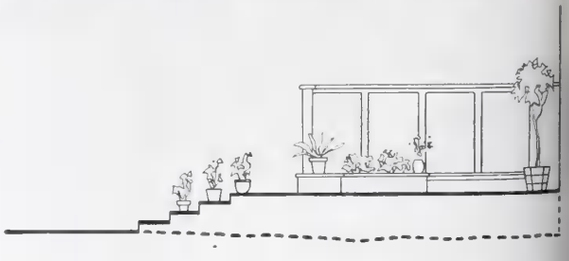
A Louis XVI dresser is here adapted to the need of today for a double chest of drawers, because often there is not enough room for two separate chests in our smaller bedrooms. It is recognition of these essential differences in today's needs that has led the best of traditional designers to go more modern while retaining the appearance of traditional. Bodart Furniture, Inc.

More pictures on page 269



THOMAS CHURCH, LANDSCAPE ARCHITECT





How to modernize an old house: *Surround it with a big living terrace—even though it is high off the ground. Build a deck like a terrace, instead of adding "fill." The deck-terrace becomes a new living room and makes possible a new modern way of life for the family, without making major structural changes to the house itself. Here a glass windshield permits views into flower garden, stops the chilly breezes usual in the late afternoon. Photograph (left) shows view from street. Photographs above and on the opposite page show steps up from the back-yard garden and pool.*

A new deal for an old house

...A NEW DECK

Don't let a high foundation keep your family from enjoying modern outdoor living on a big terrace. Build a deck-terrace at the same floor level as your living room. There is a size and style for every kind of house and budget. We show four here

PHOTOGRAPHS BY MAYNARD PARKER



Millions of fine old houses were built before America discovered modern indoor-outdoor living. Most of these houses sit up on a high foundation. Getting in or out involves climbing three or four steps, which puts a psychological barrier between you and the garden.

It is easy to add a modern terrace to such a house without costly regrading. The solution is to build a deck at the same level with your inside floor line. Thus you get an unbroken relationship between indoors and outdoors which, in turn, improves the usability of the outdoors.

A deck can be completely self-supporting and entirely independent of the house, so it exerts no pressure on the foundation wall. Natural drainage patterns in the soil are unchanged and air circulates freely under a deck. This is important if tree roots occur in the area, because regrading would be likely to smother and kill the trees.

Don't worry about spoiling the looks of a good old house by adding a *good* modern terrace or deck. It can make your old house look better sited by tying it down to the ground visually. Your house will probably appear to rest more solidly on its new structural platform, thus eliminating the "stuck-up" look that so clearly "dates" many old high-set houses.

The deck that works like a terrace is sure to bring a major change in the way your family lives because it makes outdoor living more readily available. Consider the deck before you dismiss the modernization of an otherwise fine old house. Don't let the high foundation and those steps scare you. You will be adding a new way of life.

Please turn the page

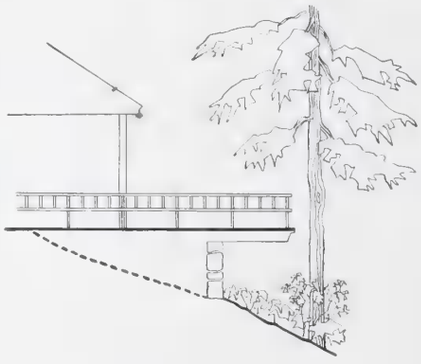
A new deal for an old house—a new deck *continued*

STANLEY UNDERHILL, LANDSCAPE ARCHITECT





When the ground falls away abruptly. *Here's a deck that cantilevers out into space. Platform is a monolithic reinforced slab supported part way by a fill. This was practical because deck was included in the construction when house was built. A pier-supported deck would be more economical if the terrace were added to an existing house.*



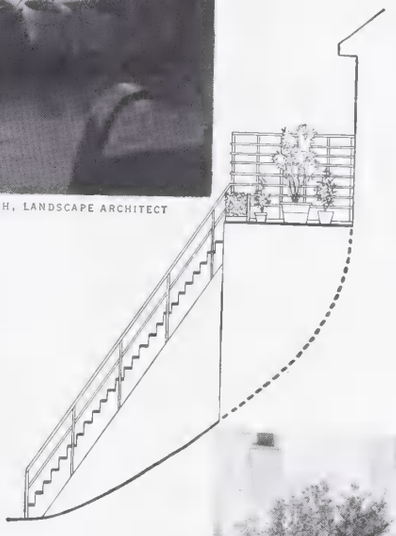
4 PHOTOGRAPHS BY MAYNARD PARKER





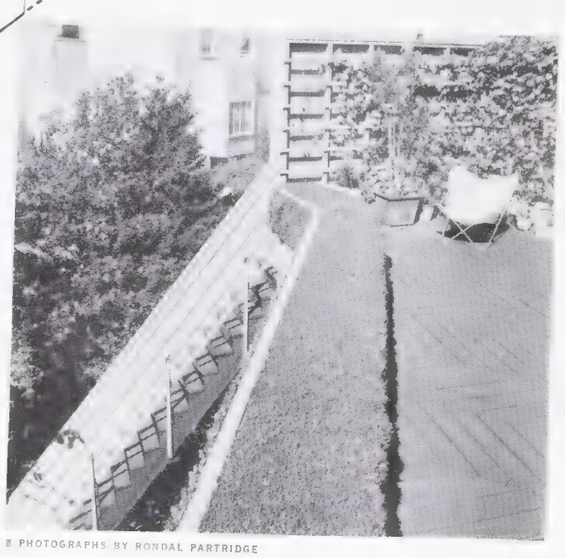
THOMAS CHURCH, LANDSCAPE ARCHITECT

City gardens can go up in the air. *Decks aren't limited to any specific height. Here is one that makes a living room terrace a full story above the ground. Support is from piers (sketch). Decks more than one story up are usually cantilevered with built-in, rather than visible, support. Hedge here requires 12″ soil depth, so adds much weight to be supported (soil weighs about 90 pounds a cubic foot). Vine support adds only a little weight, makes interesting pattern on the privacy shield.*



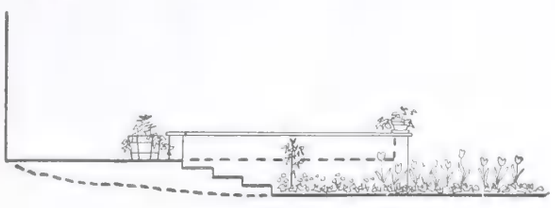
THOMAS CHURCH, LANDSCAPE ARCHITECT





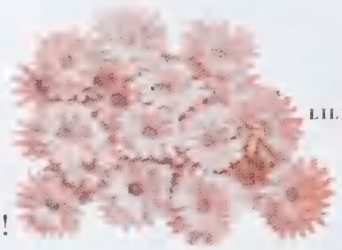
PHOTOGRAPHS BY RONDAL PARTRIDGE

can make small yard larger. *jutting of deck into garden, plus eye- curved path, doubles apparent size small yard. Duck-board deck pattern for amateur carpenter, requires only engths, often sold as scrap lumber. ¼″ between boards for swelling.*



How to stage your

By Dr. Joseph E. Howland



LILLIPUT

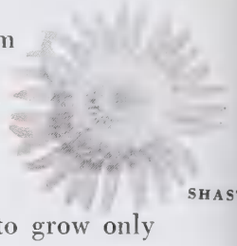


POMPOM

The best show of the year! That's what you can have by taking *three* simple steps. 1. Clear away all tired summer flowers; expose the fall foliage colors of your background trees and shrubs. 2. Move in a whole new set of potted plants, already in full bloom. 3. Pack them into great masses of brightness. Chrysanthemums are your best bet for this. We show the six common types here. But you can use petunias, marigolds, and calendulas, even zinnias—although you'll hunt much longer for these plants if you haven't raised your own in pots for fall use. You can buy potted chrysanthemums at almost any nursery or flower shop. They are a breeze to grow yourself, but of course you have to remember to start them back in late spring. Building arresting displays calls for ignoring a few garden rules. First, you crowd your plants into masses. This sounds like heresy, but remember that you aren't expecting your plants to grow only to provide (*Continued on page* 323)



AZALEAMUM



SHASTA D

SKETCHES BY PERTCHIK



INCURVE

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



SPOON

The tired end-of-the-season look of your background plants will fade inconspicuously if you stage a fall flower show right in or on your terrace. Here (right) flagstones were lifted, holes scooped out, chrysanthemums slipped in with rich soil added as needed. Plants left in their pots could be just as easily arranged on the terrace. Webel & Innocenti were the landscape architects.

all color show



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



The owners of this living-kitchen built it big and open, like Texas hospitality. Both of them like to cook; both pitch in when company comes, so they planned it for sociable efficiency. Two people can work here as easily as one. Secret of its success is the step-saving island with cooking on one side and serving on the other. The menu here consists of grilled turkeys, Spanish rice, Texas beans, Texas yams, hot biscuits, and ranch-made cottage cheese—regional specialties.



Open a can and make yourself famous for Good Texas Food

You may not have Texas décor,
but you can eat Texas food with the
help of hundreds of products that have
captured its flavor for greenhorns

The DAILY ARTS OF GOOD LIVING

THE MODERN EPICURE

Are you searching vaguely or actively for something different? Do you take to spicy foods, a whiff of oregano, garlic and onion, the exciting sun-hot after-glow of chili peppers? Are you one of that growing band of Modern Epicures who take pride in translating old-time recipes into modern products, methods and equipment?

If the answer to these questions is "yes," you're a candidate for Texas or, to use its colloquial name, "Tex-Mex" cooking. More accurately, it's Border food, popular throughout the Southwest and Southern California and, in somewhat softened form, in Louisiana. A conglomerate cuisine with many elements that date back to the Indians; more than a trace of Spanish-Colonial; touches, but only touches, of true Mexican; notes of our American Southern cooking and a few nostalgic souvenirs of New England. Highly individual, lively, exciting, the food has the flair and flavor of a land where everything is super-size, super-seasoned. Superman-ish—the taste of blue distances and sun-baked plains translated by the tongue.

(*Please turn the page*)

By Poppy Cannon

Texas hospitality starts in the kitchen



d Mrs. Forest Hall,
s, Texas, Owners
egall, Architect

ll kitchen is also sitting room, television room, dining and st room all rolled into one. clear stretch of cabinets and leads the eye from cooking dining room, at far end, beass shelf divider. Just visible, picture, is one of two island ns. Opposite them is a conl gas range, used as auxiliary ins. Generous stock of spices know you're in Texas.

PHOTOGRAPHS BY ULRIC MEISEL DALLAS

Rough-dressed ceiling beams and supporting post and pecky cypress walls and island are in casual character with Texas ranch-house living. Cooking side of the island concentrates work space in one area. Food supplies are at one end; sink and work counters run parallel. Ceiling spotlight, far corner, is beamed directly on cooking island. Television set, foreground, swivels to face in any direction.



Right. One side of the kitchen is a window wall. Along this are located planning desk, brick planter box, lounging chairs, breakfast table. Flooring here is sturdy brick, waxed, in contrast to rubber tile in kitchen proper. It takes traffic well, adds warm color to living area.

Open a can and make yourself famous for good Texas food *continued*

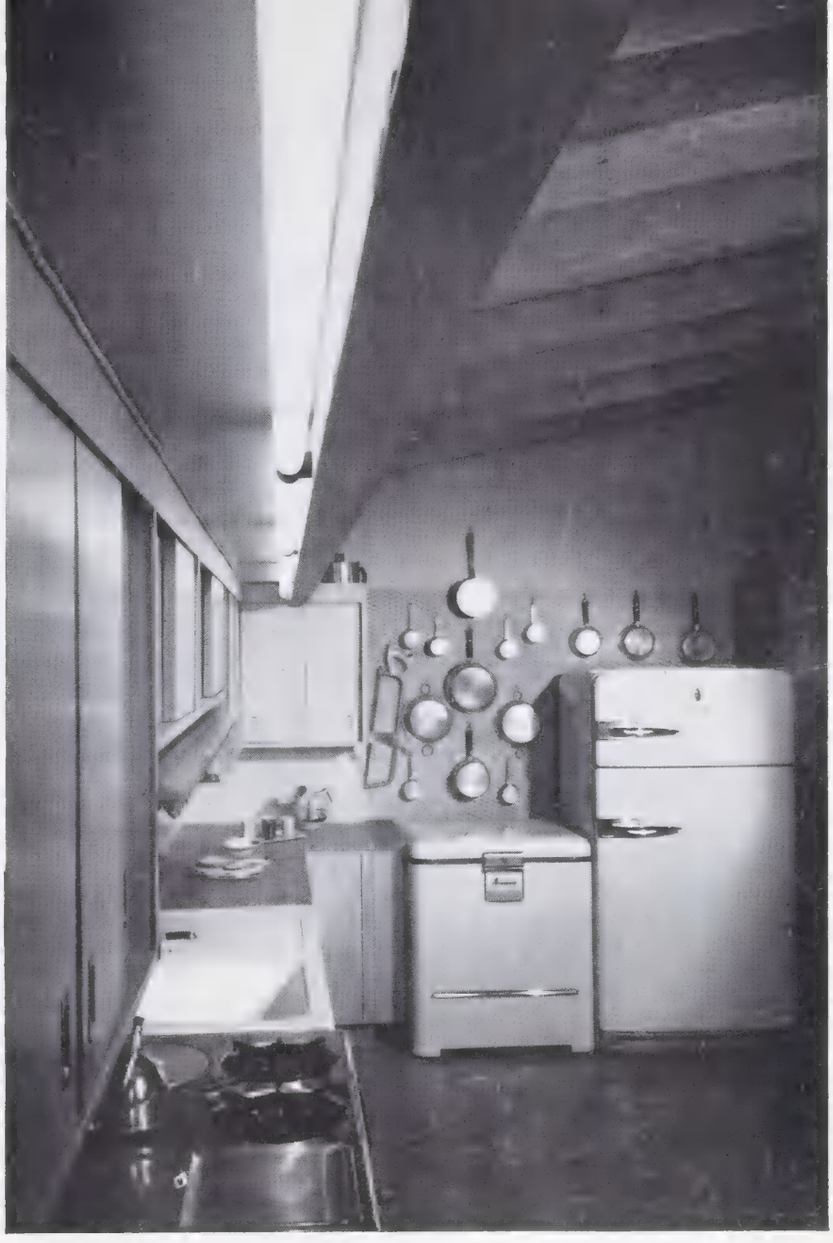
In this packer-blessed era, your key to "Tex-ex" eating is the trusty can opener. For canned ods have become all-American eating. Probably other region in the whole United States has so any of its specialties so well prepared, so widely d economically distributed.

"Ah, chili, you say"—and the gourmet shrugs s shoulders, visioning chili parlors on the ong side of town, big bowls of brown beans and at shoved across the counter. But why scorn chili parlors? Just as picturesque, probably, those dives on the quais of Marseilles where u find the most delicious bouillabaisse in all world! No more mundane, certainly, than the re little boites in the markets of Paris, where u used to go in evening clothes at dawn for ion soup.

But what is chili? Certainly it cannot be called hentic Mexican cooking or authentic Spanish Indian. It varies so much from region to region, m ranch to ranch, from town to town, that no can say, "This is it!"

Even the name, chili, means all sorts of dif-ent things, depending on where you are and o is talking. Speak—speak softly and admiring-l—of Miss Willy Starrett's famous chili as served the S & S tearoom in Dallas; you're talking ut a heavenly combination of pinto beans and t. Ask for a can of chili at the store, and e than likely you'll be handed one labeled ili con carne"—that's chili gravy with meat. metimes the label says chili con carne "with ns" or "con frijoles." In either case, chili rs to a sauce made of chili peppers, which has relation whatsoever to the slightly sweetened, pped-tomato cousin of ketchup such as Heinz nider's Chili Sauce.

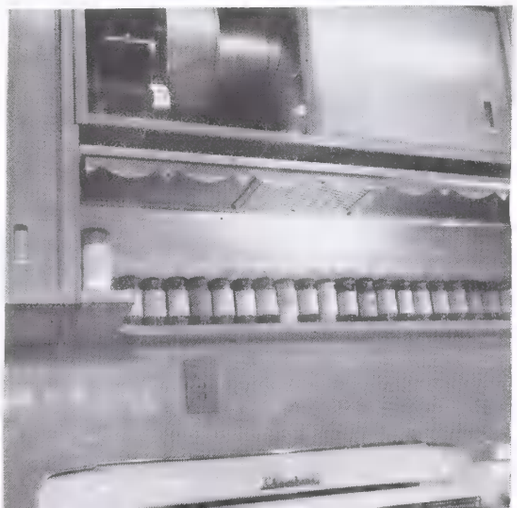
onfusion is unlimited. Chili gravy, likely as is made from dried, powdered, torrid chili pers. In Texas you buy it by the cup, two or e cupfuls at a time: anywhere else, it comes by ounce. But when you buy a package of Geb-lt's or any other (*Please turn to page* 241)



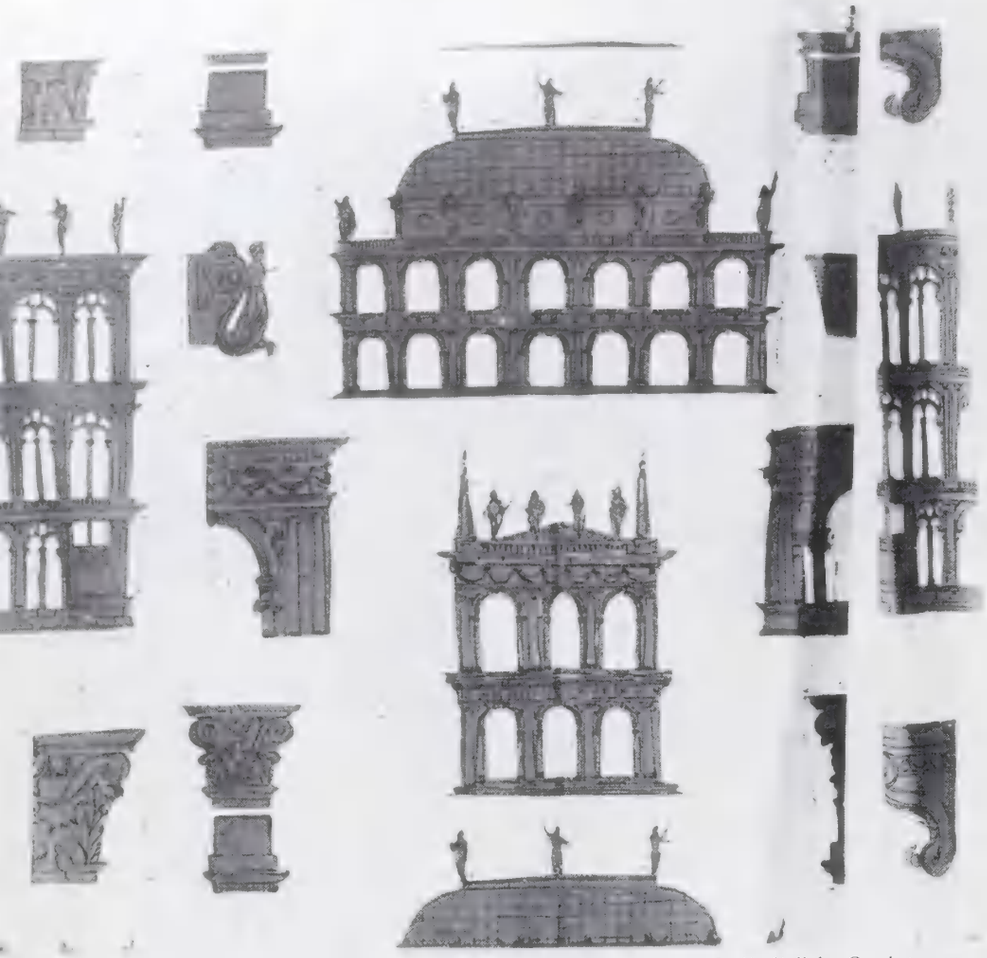
Wire lath against one wall is fine for hanging pots and pans and the man-sized saw which is often useful in this land of good red meat and plenty of fowl. Hooks can be looped on wherever wanted. Above the counter, note fluorescent tubes concealed behind cross beam to light full length of counter without shining in your eyes. Cabinet doors slide back and forth.

For more pictures and a plan of this kitchen, see page 248

A ventilator, concealed within a wall cabinet, draws smoke, soot, cooking odors up through a grille installed close above range top and parallel to it. Food supplies are concentrated handily in one area in freezer, refrigerator, and reserve closet. Such generous storage space saves frequent market trips, assures a well-stocked larder in any emergency.







Like a page in an architect's sketchbook, "Palladio" by Quaintance.

A cupboard of trompe l'oeil oddment
"Treasure Trove" by Riverdale.



A new loo



An unexpected motif—baskets, gaily composed in Jofa's "Pique-Nique."



The hand-painted look in Cheney-Greeff's "Still Life."



Fabrics



"Bon Vivant," Jofa's fantasy of wine labels.



The freshest, liveliest, most unhackneyed designs you've ever seen are giving printed fabrics a new look. These are the hallmarks:

- Skillful drawings, freely spaced, in the loose and deceptively casual style of pen and ink sketches.
- A "hand-painted" look, as though an artist had worked directly on the cloth.
- *Trompe l'oeil* patterns of real-looking, eye-fooling subjects, all in the spirit of fun.
- Clever spacing of light and dark to give an illusion of depth and dimension.
- Architectural patterns—buildings, street scenes, and details—covering large areas like mammoth modern *toiles de Jouy*.
- Amusing—but not zany—patterns inspired by everyday objects which designers seem to be seeing with new eyes.
- A sense of gay, whimsical good humor in subjects, drawing, and coloring.

Portrait of eggs and lettuce baskets. Jofa.



More photographs on page 258.

THE COOK'S DAY IN

One woman's story of how she uses the new system of kitchen management we call Chain Cooking to produce the finest food with the least work. Her three secrets were: better-planned shopping, getting a freezer for which she "didn't have the room," and quantity cooking

It was when I began to find myself spending too much of my precious time on the highway rounding up our food that I began to realize that something drastic had to be done about it. Our food bills were soaring, to say nothing of the gasoline involved. I seemed to do nothing but work with food. Entertaining was nightmarish, involving last-minute flurries of shopping and cooking that left me worn out and in no mood to enjoy our guests.

The net result of looking all these pressures straight in the eye was the decision that *we had to have a freezer*. And I had to reorganize the way I was shopping and cooking. I wanted time just to live and enjoy the children.

As a field researcher for HOUSE BEAUTIFUL, I had heard Elizabeth Gordon tell about the big and basic changes the freezer was making in the lives of other women. I couldn't quite see what she meant.

My friends who had freezers never thought of them except as a place to squirrel away food "for an emergency," or "for when the crowd drops in," or because there was "a good buy" on asparagus. Many of my neighbors kept supplies of esoteric goodies from the city markets. But by and large their thinking seemed to be in terms of great quantities of two or three things: sides of beef, gallons of ice cream, dozens of loaves of bread. What they stored didn't seem to change their day-to-day working time at all. And what I wanted was daily relief—relief from having to do the same things over and over again each day.

About two years ago Elizabeth Gordon began to talk about something women were doing that she called "Chain Cooking." She said women were beginning to make the work of one meal link with and benefit other later meals. The meals so linked (because some of the dishes had been shopped for and cooked at one time) might be separated by days, even weeks—thanks to the freezer. She wanted me to check around among my friends to see if they were doing these things too. She stressed that planning and shopping were changing because of the new way of cooking.

I checked and found that a lot of women *were* creeping up on this new method, a bit at a time. Almost none of them realized that they were part of an evolution that was going on everywhere—that meal getting was changing from being a one-meal-at-a-time operation to a mass-production, time-and-effort-saving operation. I saw that if I could get set up right that I could make the work of menu-planning, food shopping, and cooking for one meal stretch out to cover five or six meals.

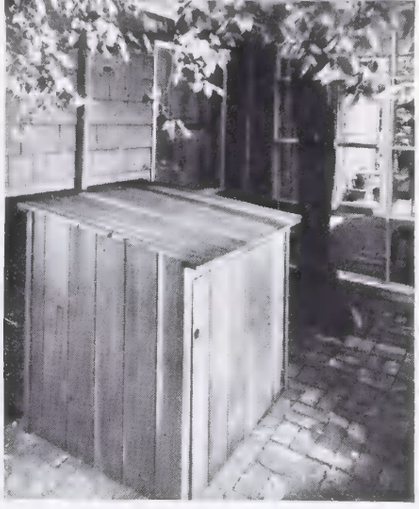
Yes, I *had to have a freezer*, even if it had to stand in the living room and wear a slipcover. For I *had* to get more results out of the work I was doing.

So get a freezer we did, even though there wasn't a place for it. We had a neat little redwood house built for it outside the kitchen door with a lift-up-and-hook lid. The electric current to service it was brought out through the kitchen wall. There was nothing hard about it except the decision to go ahead.

I've lived with the freezer about a year now and it has really revolutionized how I do things. It has changed not only *how* I do things but *when* I do them. I am deep in Chain Cooking and would never go back to the old, hard way.

With the advent of my freezer, a new kind of kitchen operation I call the "cooking spree" or the cook's day *in* has come into my life.

I do my time-consuming, "serious" cooking in great bi cooking sessions when I don't feel hurried and can expe few interruptions. And I enjoy it thoroughly. I woul rather work just a little harder once a week in order t accomplish a lot more. Especially when the boring fact repetition is greatly diminished. (*Please turn to page* 29





Like many other people, the Wileys had no room in their house for a freezer. But they built a little freezer shelter in a shady corner outside the kitchen door. With a lift-up-and-hook lid, and an opening front for servicing, it is completely adequate protection for a good piece of equipment.

y Mary Elizabeth Wiley

What is CHAIN COOKING?

It's the modern way to manage the feeding of your family

It is a method of making the work of one meal interlock with, and benefit, later meals. The meals so linked may be separated in their serving by days, even weeks—thanks to the freezer.

Chain Cooking begins with shopping, planning and storing. It is long-term thinking, rather than one-meal-at-a-time thinking.

Chain Cooking means cooking "too much" *on purpose* (sometimes called quantity cooking). Quantity cooking is of two types: (1) large quantities of a recipe prepared for 5 or 10 meals ahead, frozen in meal-size packages for simple reheating; (2) cooking to create ready-cooked elements for other recipes calling for pre-cooked ingredients.

It is the way to get more results from your cook-time. Generally speaking, you can produce twice as many servings with the same amount of effort.

Chain Cooking gives you more freedom—for you have so many ingredients and many menus always on hand. It lets you change your mind, for you have so many alternatives.

Chain Cooking reduces the number of times you shop, for when you *do* shop you buy far ahead. (Read Mrs. Wiley's description of how she shops in "categories.") You buy more at a time, but you do it less often because you are buying on a long-term plan. Thus you reduce the boring repetitiousness of both shopping and cooking.

It is economy cooking, for it saves time, fuel, work, and money. It is frugal cooking, in which nothing is wasted and everything is saved. This type of cooking never condescends, never stoops to merely "warming over," or "just opening a can." It abolishes the left-over, for the surplus has been planned for.

Chain Cooking opens a whole new world of great classical recipes which call for previously-cooked ingredients, recipes which may have seemed too complicated for you to attempt before. It makes it easy for you to explore the whole world of epicureanism, with no more work and fuss than ordinary cooking. Chain Cooking is truly the method of *The Modern Epicure.*

Does design have social significance?

By ELIZABETH GORDON,
Editor

▪ **It does, if it has social consequences.**

We believe the kind of environment we live in shapes the kind of person we become. Therefore, we judge all design for the home in terms of what it offers for the encouragement of individuality, for the development of each one's differences, for the provision of privacy and personal creativity—in short, for what it contributes to the humanistic values of a democratic age.

Design for the home, then, has social significance for us. Some design has more and some design has less. The design of architecture, for example, is all-important to us, because it is almost all-determining. The design of a particular chair, on the other hand, has considerably less significance, socially speaking.

But the over-all *design for living*, which includes chair design, storage design and a philosophy of furnishing, is deeply significant. The designs of individual pieces of furniture become very revealing when considered in the total social picture.

Let's take a fairly typical house of the Dark Ages and contrast it with a house of today. The Medieval house huddled close to its neighbor for collective convenience and safety. It was a simple rectangle with a thatched or shingled roof. Under the one roof was the living space with a fire on the floor; the smoke escaped through rafters. There was also stabling for cattle, horses and pigs. And brooding over the Medieval town was the lord's manor, protecting and exploiting. The son of a weaver became a weaver, largely because he was born in a weaver's cottage. The son of a lord became a lord, *because he was to the manor born.*

The modern American house—the *good* modern house, let me add—stands on its own piece of land for which it was designed. It serves its occupants as fully as they can afford. It provides privacy for the family from the community, and for individuals of the family from each other. It inspires democratic living by encouraging a personal life. It offers the physical structure for individual growth, so that the son of a tailor might become president of a college, or a haberdasher, president of the United States.

The architecture of the contemporary American house is no more rigid than the society in which it is designed. It varies from region to region, from family to family. It is what I should call the *democratic architecture* for a *democratic society.*

For *how men build determines how they live*—and *how they live influences, sometimes determines, how they think and act.*

Our society believes that man's environment shapes him as much as his heredity. Why else do we decry the bad influences of slums? Why do we strive to give our children the best possible environment?

(Please turn to page 31)

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You fall in love—and suddenly you learn the magic new language of "our." *Our* wedding, *our* home . . . *our own* beautiful sterling silver. Each year, more brides choose Heirloom* Sterling—for its fresh gracefulness of line, its charm and originality. And since this is *solid silver*, it grows more beautiful with every anniversary!

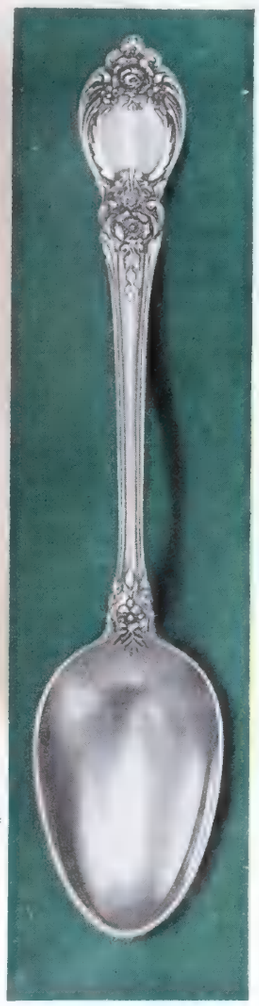
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M

they make a handsome couple

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OW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 174

n Haiti they seem to be
h a certain French flair.
dings and narrow shop-
ets look French. Even the
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just one hitch to Marti-
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25, and on its 20-day
ng New York February
rench Line's "Ile de
day Caribbean cruise,
York on February 25,
p at Martinique.

Innovations

Look for something new when you shop for southern sunlands this fall and winter. Your travel agent may suggest, among others:

For Florida—National Airline's Fly and Dive package: one week sitting pretty at a de luxe ocean-front Miami Beach hotel, plus, at the end of the week, a rented car in which to drive the famous all-Florida circle—the hotel, $19 per week each for two; your car, $19.95 per week, including 150 miles of driving.

For Florida and the Caribbean—Resort Airline's unique all-expense air cruises, now with services direct from Chicago, Detroit, Cleveland, and Pittsburgh as well as from New York City. Example: from Chicago, 14 days, seven of them at Miami Beach, one at Nassau, two in Haiti, four at Montego Bay, Jamaica—$371.50 plus tax, including first-class air transportation, hotels, meals, and sight-seeing.

For Caribbean cruising—Standard Fruit Company's new 10-day cruises from New Orleans, leaving weekly for Havana and La Ceiba, Honduras, where your air-conditioned, all-passenger ship serves as your hotel, and you get to go a sight-seeing tour by river barge through real jungle. Rates from around $300.

In Mexico—The Fiesta Vacation Plan set up by Aguirre's Guest Tours, S.A., at Luis Moya No. 5, Mexico City, with accommodations at the Monte Cassino Hotel, one of Mexico City's newest and lushest. When one member of the party pays full price—from $35 for five days up to $277 for 15—the second member gets in on the fun for 20 per cent less.

For Jamaica—The all-expense Calypso Holiday Tours which Avianca (Columbia National Airways) is offering in connection with its daily de luxe 6-hour, nonstop flights from New York. Nine days, including air transportation, transfer from and to the airport in Jamaica, room and meals at your choice of two luxury hotels, $266 plus tax, New York to New York, until December 1.

For Bermuda—The new low tourist air fares which United and Pan American have joined to put into effect on continuous flights via New

(*Please turn the page*)

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Oakland, Calif. — Kahn's
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Pasadena, Calif. — Grande Maison de Blanc
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Rochester, N.Y. — Sibley, Lindsay & Curr Company
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Sacramento, Calif. — Weinstock Lubin Inc.
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San Francisco, Calif. — The Emporium
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San Jose, Calif. — Hale's
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Santa Cruz, Calif. — Leask's
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Youngstown, Ohio — Strouss-Hirshberg's

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Toronto — T. Eaton Co. Ltd.

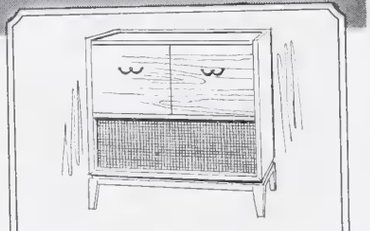
■ *For where-to-buy information on Martex wall-to-wall bathroom carpeting (illustrated on opposite page) write: Martex, 65 Worth St., N.Y. 13.*

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HOW TO LEAVE HOME AND LIKE I

CONTINUED FROM PRECEDING PAGE

York from Chicago, $152 plus tax round trip; Detroit, $134; Cleveland, $126.

Rock River Valley

One of the things people in northwestern Illinois are fondest of showing off is the Blackhawk Trail, Route 2 along the Rock River north of Dixon. Favorite time for showing it is October, when the leaves have turned. A myriad colors, glowing from tall river bluff, shimmer in the reflecting water below, and add even extra drama to Lorado Taft's statue of Indian Chief Blackhawk, which stands high above the river just north of Oregon, gazing forever over the land he loved so well.

In his devotion Blackhawk was by no means alone. Sculptor Taft, too, loved the Rock River Valley. Illinois' one-time Governor Lowden also spent time here, gave his name to the comparatively new Lowden Memorial State Park in which the statue stands.

At Grand Detour, set in a river loop that almost surrounds it with water, an art colony today is preserving old buildings and a peaceful, white-picket-fence atmosphere, even to the point of doing without sidewalks and certain aspects of modern plumbing.

The trail is actually only 16 miles of driving, so drive it slowly. Dixon itself, 115 miles due west of Chicago, is a pleasant city, halved by the river, with wide streets Gothic-arched by flaming trees. Take time to visit there Leonard Crunelle's statue of Lincoln as a raw young recruit in the Indian wars, and to drive through Dixon's pride, its very own Lowell Park, where the road winds and winds through untouched woodland and down to the river bank, with sturdy shelters here and there to suggest that you bring along the fixings for a picnic lunch.

You will find a number of new motels on the outskirts. But, if the past as well as the present appeals, start out with a night at Dixon's venerable and still lovely Nachusa House, one hundred years old, where, among others of fame, Lincoln slept. An historical exhibit in the lobby will give you just that much more feeling for what you are about to see, an ancient dinner bell announces meals, and the décor tends charmingly toward the Victorian.

Time yourself for a stroll and luncheon at Grand Detour, where the Old Colonial Inn and Landmark both serve u phere with the food, and enjoyable details are re those who go looking afoot. For dinner, you tinue on Route 2 north and eat at the Maxson M mer summer home of a nois dignitary who love River. It's wide, low, w on breeze-swept porches.

All this and a new co

It's getting so you ca afford not to go to Eur inducement: a plane-an by which you fly across ery of a car on arrival, there, fly back, and, lo your car follows you hor for keeps! As worked American World Airwa ticular, all this for a ment equaling one th cost of transportation a the balance payable months.

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Long way to Mexi

Once you are in San surely want to make down into Mexico. So just a few extra mile Coronado, directly ac Diego Bay, just wher Silver Strand sudden North Island? This oldest, most famous, teresting resorts of California. Your S Tijuana and Agua will run around 35 m

(*Please turn to*

it's colorful

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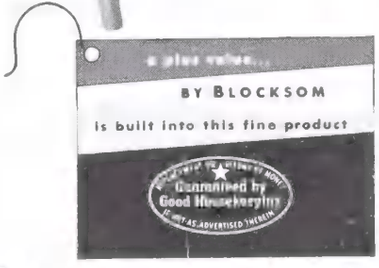
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 234

but, even if you take a look around Coronado and spend an hour or two shopping across the border, you can still do it in a day, and so you'll need no passport.

To give you a good start, the Coronado ferry leaves the foot of the Pacific Highway in San Diego every 10 minutes, and even on the short trip over gives you wonderful close-ups of those enormous aircraft carriers, destroyers, and light cruisers of the U. S. Pacific Fleet which are a characteristic sight of San Diego Bay. The fleet's air-arm is based on North Island, considers Coronado its home.

Approached this way, Coronado has the look of an island. It feels like an island, too, with a water-regulated climate which is unusually equable even for Southern California, varying only from the high to the low sixties, summer to winter. Its wide avenues are lined with palms, its gardens brilliant the year around. Here is deep-sea fishing unexcelled. And here, decorating Glorietta Bay, is the bright-sailed Rainbow fleet, tiny boats so easy to maneuver in the calm waters of the bay that even an amateur can risk a try.

Its showpiece is the famous Coronado Hotel, built in 1888 by two Midwesterners who, like so many since, had retired to San Diego. It has since been modernized, but it still retains the elegance and charm of the Gay Nineties. Try for lunch in the huge Crown dining room. Or, if time fails you, at least pause to admire the gardens; and to click a shutter at its odd, much photographed conical tower.

From Coronado, you take the Silver Strand Boulevard straight south toward Mexico. There's a state park alongside, and you can stop most anywhere for a swim, either in the turbulent surf of the Pacific on one side, or in the quieter bay on the other. At the end of San Diego Bay you turn briefly east to join Route 101 for the rest of your trip. To return to San Diego, you merely follow 101 all the way, through Chula Vista and National City.

Collector's items

In fabulous Florida, apparently, even a museum must have novelty and glamour. Take these:

At White Springs, on Highway 41 and beside the Suwanee River, probably the most impressive of all memorials to Stephen Foster, although he is supposed never even to have seen the river he wrote about so nostalgically. Here, in a handsome Colonial building resounding with Foster tunes, are the Lilly collection of Fosteriana, exceptionally fine dioramas illustrating his best-known songs, and such oddments as the piano P. T. Barnum provided for Jenny Lind's concert tour of the country, inscribed with her very own signature.

At St. Augustine, in the famous twin-towered building which was once the Alcazar Hotel: the Lightner Museum of Hobbies. Here is not just one man's collection, but a collector's collection of other people's collections—a vast, varied and altogether fascinating display, whether your own mania is for [illegible] was tons, costumes, musical instrur Taft, cut glass, marbles, or period alley. Lowden

At Sarasota, on U. S. 41 just s name from the Ringling Museur Lowden the new Cars of Yesterda which the auto museum. Owned b and Robert Horn of Fort Driver Iowa, who gave up a manufacturing business just to spend all their time with antique automobiles, this fine collection is now housed in a $100,000 Gay Nineties building which includes also a period blacksmith shop, cycle shop, music store, opera house, and livery-stable garage. On display: an 1897 Duryea, 1900 Locomobile, 1903 Rambler, and 1907 Brush.

In Miami, the Villa Vizcaya, $16,000,000 estate of the late John Deering and for years one of the show places of the area, now open to the public as the Dade County Art Museum.

Brace yourself . . .

For the meal hours in South America, which may, unless you come forewarned, upset not only your composure but your digestion. The usual South American breakfast consists of coffee, buns, and butter. Lunch is bountiful, may last for two hours and is good reason, many South Americans think, for closing up office or shop. Then, along about 5:30 in the afternoon, comes tea time, elaborate and, you may think, unnecessarily hearty. But do not look askance upon all those sandwiches and cakes. In much of South America dinner is seldom served until nine and, in really fashionable circles, it may be as late as ten or ten-thirty—an old Spanish custom.

HOUSE

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These fine stores carry the 100-line of Conant Ball Open Stock

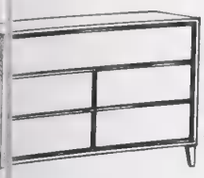
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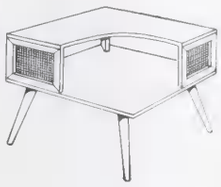
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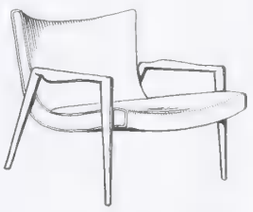
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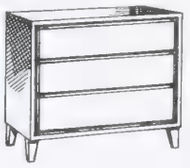
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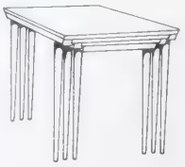
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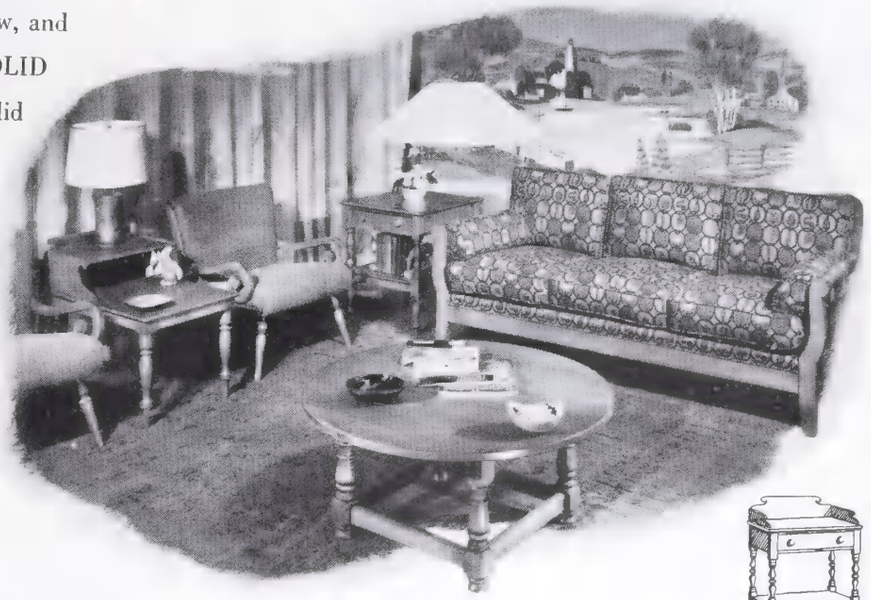








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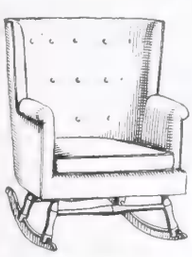
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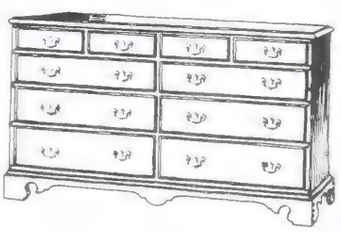
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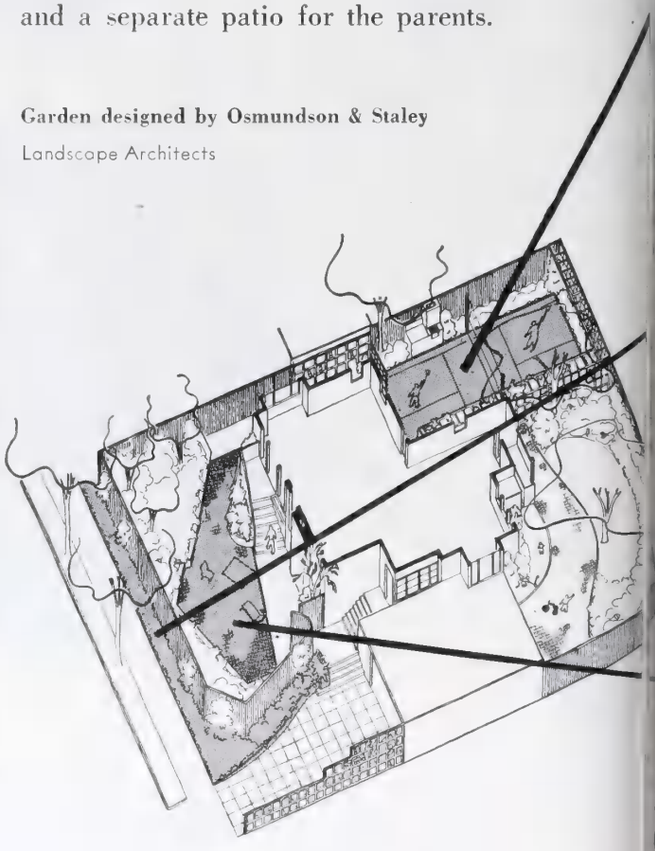
Cambridge . . . fine American hand-made crystal

LANDSCAPE DESIGN

NO WASTE SPACE

This is a typical city yard. It's in Berkeley, California, but the way its problems were solved applies equally well anywhere. The big problem was lack of facilities for outdoor living. The casual observer probably would have said it was impossible to make this livable. (This too-quick dismissal often keeps many small city yards from being developed.) Yet see what was done: The plan below and the photographs opposite show the safe play yard, completely removed from the street and driveway, and a separate patio for the parents.

Garden designed by Osmundson & Staley
Landscape Architects



Few small lots are used so completely as this, but only bec they haven't been planned so carefully. No activities overlap all are within a few steps of each other. Note the large area devoted to plants and flowers which double skillfull backgrounds. Dr. & Mrs. K. W. Benson, owners.

OPEN A CAN AND MAKE YOURSELF FAMOUS FOR GOOD TEXAS FOOD

CONTINUED FROM PAGE 225

chili powder at the store, nly peppers you're buying, piced medley (like curry . Gebhardt's for instance, comino (cumin) seed, oregano, and Black Lam- pper from the Orient, as the fiery red chilies of the st.

Embellished Chili

which, instead of complicat- ers, makes life simple. For, the components of the opular chili flavor, you have pen a can of chili con carne, without beans, and accen- positive. Add 1 clove garlic ½ teaspoon cumin seed, ½ oregano, a goodly grinding black pepper, several dashes sauce, and a tablespoon of o make a miraculous and lending of these many fla- t's Texas lassoed in a can. rand is best? Who's to say? e at least a dozen giant robably a thousand good ds. There's Armour, Derby, Heinz, Hormel, Libby, er, Van Camp — all make nnings for adventuring in- alm of chili. Only Geb- native to Austin, Texas, e doctoring, in my opinion.

x Menu for Gourmets

y, to some European terested in regional Amer- we served a chili supper y, literally, wrote home glowing terms.

s a "stunt" meal, cooked n half an hour. And, ex- certain spices, all of it uplicated from products t any grocery.

ted with tequila cock- l pepitas—silvery-jade d salted pumpkin seeds, ed "Pepi's," packed by x Company of Lima, to have jars-full, not e kitchen supply closet, bar, and maybe on the for folks who like to they read. The tequila were made just like a ith a teaspoon of quick- ade concentrate to each iquor, adding the juice d the sweetening. Had no tequila on hand, a cocktail would have With either tequila or -Mex flourish is added h of grenadine, which is a syrup of pomegranates. And, if you're in the right area at the right season, garnish that tequila cocktail with a ruby scatter of pomegranate seeds.

The soup, because it was a warmish night, was cold—a fruit soup, probably more Scandinavian than Mexican in inspiration. It had nothing to do with the theme, and probably nobody ever intended it for a soup. It was S & W's new Liquid Apple, not at all like cider, almost creamy in look and texture. I added a cup of dry white wine to a quart bottle of Liquid Apple, let bits of cinnamon stick float about in small crystal bowls along with a few clinking ice cubes and sprays of fresh mint.

Arranged in big-sectioned dishes were canned chili con carne without beans, seasoned as described previously; canned Mexican-style pinto beans fried; tamales lightly sprinkled with grated cheese and heated in the oven; yellow rice ever-so-lightly flavored with saffron, and macaroni shells (or you could use elbows) buttered and sprinkled with parsley. A choice of savory scatterings to be added to the beans, the meat, the rice or the whole plate were sliced radishes and sweet Italian onions—so thin they were transparent as tissue paper—chopped spring onions, too, the tender stalks as well as the tops, sprinkled with a little vinegar. There was a bowl of chilled sour cream with a scatter of cumin seed to echo the cumin in the chili. There was shredded New York State cheddar. And a big bowl of shredded garden lettuce.

For the breadstuff, we had sopapillas, hot puffy little "pillows," full of air like a popover. I made them from Ballard's canned oven-ready biscuits, patted thin as they can be, cut into quarters and dropped, 2 or 3 at a time, for a hot minute into the deep fat fryer, 400° F. Odd and wonderful to serve throughout the meal — or with honey or syrup as dessert. Their secret: The dough must be very thin, the fat very hot!

For dessert we had a cinnamon-flecked Spanish-Texas version of Floating Island—natillas made from a packaged Flan Mix (put up in Cleveland, of all places). Royal Custard-flavored Pudding Mix would do as well. This one time I had a can of mangoes to hide in the custard.

(*Please turn the page*)



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OPEN A CAN AND MAKE YOURSELF FAMOUS FOR GOOD TEXAS FOOD

CONTINUED FROM PRECEDING PAGE

Beans Refried

Like heaven revisited is the bean refried—*frijoles refritos*. The Texas housewife mashes beans as naturally as the Ohioan mashes potatoes. These are generally pinto beans, but even canned kidney beans are acceptable.

Heat ½ cup bacon drippings, oil, or lard in a frying pan. Add one 15½ ounce can Mexican-style pinto beans, drained, a few spoonfuls at a time, mashing them well into the fat with a fork or the bottom of a heavy glass.

Then add some of the bean liquid, repeating until all of the beans and liquid have been used. Continue cooking and stirring until the beans are thick and rather dry. You may have to add more fat during the frying. Cubes of Monterey Jack cheese or shredded sharp store cheese are often added to the beans and allowed to melt. Sometimes Mexican sausage—*chorizo*—is added, or chopped fried onions, sweet green peppers or green chili peppers. Garlic, almost always! Often a little chili powder is dissolved in the bean liquid.

Fried frijoles are a traditional accompaniment to all characteristic Mexican menus. They are very good, too, with barbecued steak or hamburgers. Sometimes, pass a bowl of chilled thick sour cream or chilled yogurt to spoon over them—a curious, eclectic gastronomic sensation, but very good.

Natillas

After a fiery Tex-Mex meal, a gentle dessert is in order. The Mexicans are addicted to all types of custards which, in Latin countries, are known as Flans. And you can buy packaged Flan Mix in many Spanish or Mexican shops—or use custard-flavored pudding mix. Add to it, along with 2 cups of milk, 4 slightly beaten egg yolks. Follow package directions for cooking and cooling, then beat with a rotary beater—and the custard miraculously becomes a custard sauce. Pour it over drained canned mangoes, canned or quick-frozen peaches, apricots or nectarines in a shallow serving dish.

Meanwhile, beat 4 egg whites until stiff; drop them by large spoonfuls into a skillet which contains an inch of boiling water and cook uncovered about one minute, just long enough for the egg whites to set. Lift with a slotted spoon and place on top of the little custard sauce. Sprinkle wi namon.

Once you have tasted the fire of Texas food, either home ground or from cans, certainly want to delve Get acquainted with tortil breadstuff of the Border, m as it was in the days of the from lye-bleached hominy long ago it was ground stones into masa, deftly p hand in the rhythm, th which has become the bea rumba. Now tortillas are machine, put up in cans toast and butter, to eat a to use as a dipper-upper mering hot sauces, to rol and bake or fry, plain or f making tacos, enchiladas,

Several Texas companie tortillas. You'll find the more widely distributed th expect at most departm epicure counters, even in supermarkets. Look for th Paso line put up by Valley Company, Canotilla, Texa for Ashley's of El Pas Both do a big mail-order

Enchiladas for Sup

When a tortilla is brushed with butter a around a savory mixture chicken, cheese or what-y a stuffed enchilada. You such enchiladas filled wit Less usual are Ashley's c enchiladas; these have a elegance for lunch or s nished with Lindsay's ca ripe olives and flanked wi and crisp leaves straight heart of the lettuce.

Or arrange canned or l enchiladas on a shallo tered baking dish, top whipped cream and grate sour cream, and garnish time with black peppe grinder and finely cho onions from the garden jar put up by Spice Isl

Packaged Mexican

A fine introduction t ing is Old El Paso En ner, a package compl large can of about 30 chilada sauce and pint chili sauce. Package di good and clear.

You dip the tortilla

a frying pan that con-
f inch of salad oil or
and you keep it there,
f a minute, just long
it to become softened
ble. Then, with a slotted
ancake turner, you lift
out of the fat and dip
ther pan in which en-
ce is simmering. Place
enchiladas on a cooky
nkle with grated or
arp yellow cheese and
ion, make stacks of 3
so the old Texas saying
a gentleman. Keep hot

g time, top each stack
d egg sunny side up.
ith heated pinto beans.
l enchilada sauce in a
wl.

Treat a Tortilla

n't use all the tortillas
g, keep them in the re-
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—Turnovers

nothing more than
from tortillas. And
rse, use the buttered
l it yourself at the
desired tidbits. Or fill, fry, toast, or bake and bring on ready-made for eating out of hand. Baked tacos are perfect for a large party; you can do so many at once.

To prepare tacos, dip the canned tortilla for half a minute into half an inch of hot salad oil or shortening in the frying pan. This is long enough to make it malleable. Then, with a pancake turner, turn one half over the other to make a kind of rocker. Remove from the hot fat and drain. Brush inside and out with melted butter.

This is one way to do it. There are many others. Instead of a turnover you might make a cradle, a canoe, a cone, a pocket, or a roll. Toast right on the gas flame or electric unit or griddle, fry in deep fat, or bake in the oven. Usually baked tacos have some kind of sauce poured over them. The sauces may be as varied as the fillings.

Texas Sausage Tacos

Fry hot Texas sausage meat, called *chorizo;* it's well-flavored, garlic-scented pork sausage. Or transform a can or package of ordinary sausage meat into *chorizo* by adding to each pound of meat one to two tablespoons chili powder, one large crushed garlic clove, a dash of oregano if you feel inclined. This makes very hot sausage; perhaps you'd like to cut down on the chili powder! All in all, a spirited filling for tacos.

Tacos filled with Refried Beans

Prepare fried beans according to the recipe on page 242, using spiced pinto beans. Pour chili sauce or tomato sauce over the tacos, before baking. Serve with grated cheese.

Cheese Tacos

This is our cheese dream, gone to a Mexican paradise. All that is needed is a slice of meltable cheese, a sprinkle of onion or a dash of Worcestershire; place between halves of a buttered tortilla. Toast on a griddle.

Chili Tacos

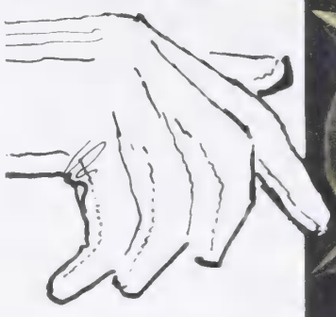
Heat canned chili con carne, with or without beans, and drain, saving the excess sauce. Mix chili with chopped raw onion according to your liking, and fill tacos. At serving time, reheat the drained off liquid if necessary and use as a sauce.

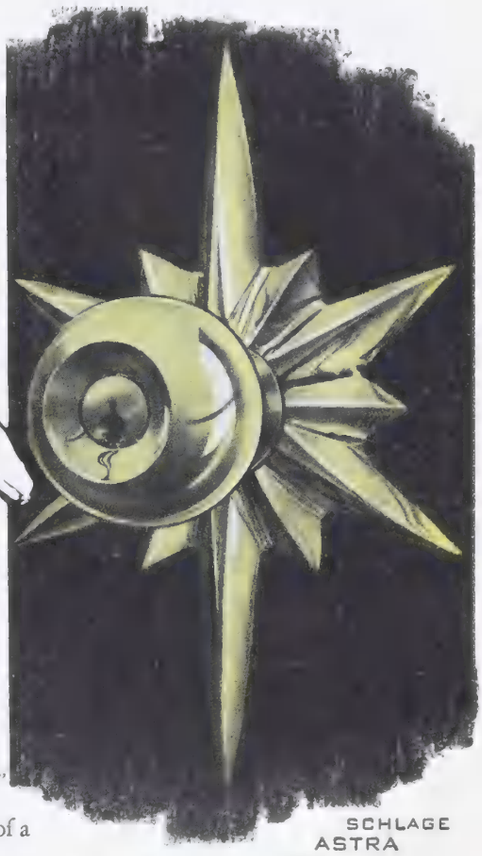
Tuna Tacos

Another popular combination—in this case the tuna is merely

(*Please turn the page*)

Reach for a Star



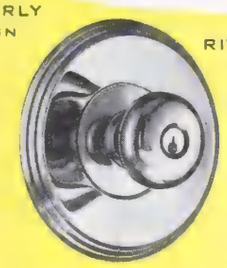


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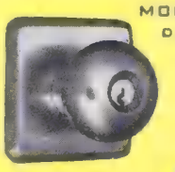
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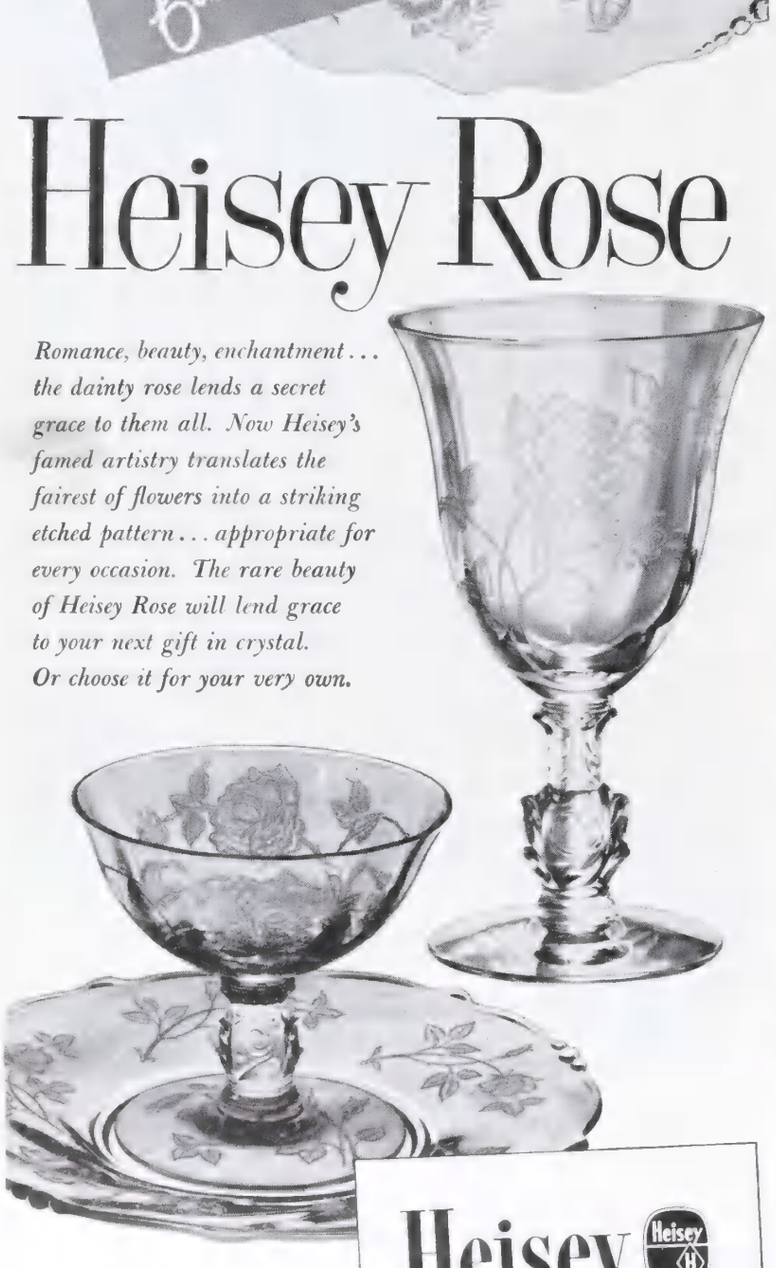
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OPEN A CAN AND MAKE YOURSEL

FAMOUS FOR GOOD TEXAS FOOD

CONTINUED FROM PRECEDING PAGE

drained and moistened with a little enchilada sauce or spicy tomato sauce or Russian dressing.

For buffet suppers tacos are often filled with meat-vegetable combinations. Space is left at the top, and a variety of toppings are set out in sectioned dishes as for a curry or rice tafel. Among them there should be sharp yellow cheese, chopped hot green chilies, rings of Texas onions, mild and sweet, diced ripe tomatoes, black olives, chopped or sliced, pimiento-stuffed olives, shredded carrots, and *always* a heap of crisp shredded lettuce. Each guest tops his tacos as he will, taking one, two, or maybe a little of each.

Tamale Pie

Breathes there a Texan with soul so inert that he hasn't his own recipe for the best of all possible tamale pies? Basically, the tamale pie is a combination of cornmeal mush placed in layers in a baking dish along with chili-sauced meat, beans sometimes, corn kernels usually, generally ripe olives, sharp cheese. The top and bottom layers are cornmeal mush. What happens between is anybody's invention; it might include browned onions, raisins, peppers — or improvise as you will. When the top layer is made in lattice strips, the pie is considered particularly elegant.

The height of speed and ease is a tamale pie which leaves even the cooking of the mush to the packer and makes use of canned tamales.

Butter a long shallow baking dish. Rub well with garlic. Remove husks from 1 can or jar of beef or chicken tamales. Place a layer in the bottom of the dish, cover with 1 can chili con carne with beans. Add 1 can Niblets Mexicorn. Sprinkle with ½ cup (that would be 1 small tin) Lindsay's ready-sliced or chopped black olives. Lay on another can of tamales. Sprinkle with ¾ cup grated sharp cheese. Bake in a moderately hot oven, 350° F., until hot and browned, about 20 to 25 minutes.

For even greater haste, tamales, chili, and corn may be heated separately on top of the stove, then combined as above. Sprinkle with cheese and set under the broiler just long enough for the cheese to melt. Makes 8 to 10 servings. Serve from the baking dish. Pass separately Old El Paso Enchilada Sauce, heated, or any highly spiced heated sauce or gravy.

Here is another meal der accents: Bite-size Ta a cocktail, Black Bean Mexican garnishes, Cl lenos, pink grapefruit poppyseed dressing.

Cocktail Tamal

For an unusual, quic sive and enticing cock unwrap a tin of tamale a shallow dish which c the table, and cut each inch lengths. Pour sa them and heat to bubl the broiler. Stick with and bring to the party. drama, use a chafing d

Mexican Black Be

As in all lands of suasion, the Mexican lo all forms. A delicio black bean soup is mad of Underwood conde bean soup diluted wit Instead of the usual egg and lemon garnis divided dish in whic thinly sliced radishes— black radishes—lime squeezing, chopped tops, sprigs of cilantr Italian broad-leafed curly parsley. And f truly Mexican note, hav of pork or bacon, cr drained. Instead of sh basco bottle makes th ing liquid, Tabasco and adds a note of fire. For, believe it or is aged like a fine w years before being bot quintessence of chili made without heat o

Chilies Relle

The epitome of all f prise—something bet and the puffiest of fri the heart of this T cheese wrapped in h pepper. And these puff-balls are served hot tomato sauce sce lic and oregano. A from Mexico of wh many adaptations (s rible—big and bread

The lightest, fluff elegant that I've eve one described in Ele tle book of *Fiesta K* Richie Press, Los A Elena Zelayeta, in c heard, is far more th

e is virtually a cult on Coast. She has thousands whom she never sees, blind. She is the inspira- n enthusiastic band of who are awed by her ıments, enchanted by her courage, and her food. ena, who can roast and hili, steam and peel it eatest dispatch, suggests lies for this recipe. Being ian, she uses Monterey se. But any good well- ft cheese will do. Even processed cheese does cy Mexican dishes, espe- e it melts so readily, stringy, even when you That's more than you can st cheeses.

16 Chilies Rellenos, use W peeled green chilies ce can, containing about eeled green chili pep- each long, slender chili half so that you have 2 Wrap each strip around cheese about the size of Roll in flour.

make Chilies Rellenos d pimientos instead of en chilies. In that case ant to brush the pimi- on the inside with some ike Worcestershire.

ke a batter—a rather ter—really more like a t or soufflé. Beat the eggs until stiff. Fold y beaten yolks and then time, 4 tablespoons of the stuffed and floured the batter, one at a up each with a large or a little measuring d that holds ¼ or ⅓ dea being to enclose chilies in a mound of Drop into moderately rtening, 360° F., about eep. Fry until golden h side, this takes only tes. Drain on a paper t stand.

: "Don't worry if the ating deflates; it will when heated in this ecipe follows) before real joy of this dish be made days ahead stored in the freezer. to take the puffs out ahead, so that the e thawed; then heat dinner.

ooked Chilies

make 32—double the cans of chili, 8 eggs ur.

e: Elena sieves solid We use 2 cans Hunts Tomato Sauce, or S & W Spanish style tomato sauce, 4 cups hot water, 4 Nestle's beef bouillon cubes, 1 clove garlic put through the press, ½ teaspoon onion salt, 1 teaspoon oregano rubbed between the palms of your hands before being dropped into the sauce, freshly ground black pepper to taste. Cook 5 minutes or so.

At serving time, put the peppers in the boiling sauce for about five minutes. Most people prefer not to baste the chilies with the sauce; the golden puffs in the crimson sea are too pretty to hide. Provide 1 or 2 chilies for each person, depending on the appetite and the occasion.

Mexican Rice Casserole

The Forest Halls, whose kitchen is pictured on pages 222-225, are famous for their Mexican Rice Casserole. Here is a quick can-opener version of it:

Dice 5 slices lean bacon and fry out but do not brown. Add 1 onion, diced, and sauté until tender but not brown. Then add 2 cans Van Camp's Spanish Rice and several dashes Tabasco sauce. Place in a well-greased Mexican pottery casserole. Spread 1 small can (about 1 cup) drained green peas over the top. Garnish with paprika. Keep hot in a turned-off oven until ready to serve. Makes 5 servings.

Moles in a moment

For those who like curry and allied dishes, there is the molé—Mexican quite undefiled. An authentic liquid Mole de Guajulute is packed in Mexico City by Clemente Jacques Y Cia., and is easier to find than you might imagine. It's quite likely on the epicure shelves of your favorite department store or in Spanish-Mexican groceries. In New York you'll find it not only at Joseph Victori, specialists in Mexican and Spanish foods, but also at Bloomingdale's. A sauce with the rich dark look and, strangely enough, some of the flavor of an oriental curry sauce—made of chili peppers, the haunting taste of sweet mild fresh green peppers mingled with hot. The flavor of sesame seeds is there: pimiento, garlic—only a touch—and the merest hint of oregano.

Simply heat the sauce and add a cupful of this or that—cooked, slivered turkey or chicken or quartered hard-cooked eggs, beef or lamb cut into dice or matchsticks. Serve inside a ring of rice. Sprinkle with roasted salted peanuts and a few sesame seeds. Garnish with watercress, green and red pepper

(*Please turn the page*)

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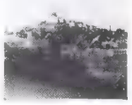
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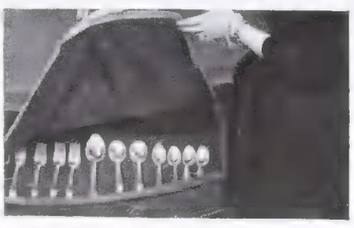
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POSITIVELY PREVENTS TARNISH

OPEN A CAN AND MAKE YOURSELF FAMOUS FOR GOOD TEXAS FOOD

CONTINUED FROM PRECEDING PAGE

rings, pimiento strips. This is an inspired ending for a noble roast, or a wonderful way to ennoble a can of chicken in an emergency, company-wise.

Try a can of Clemente Jacques's Tamales in Mole Sauce. These are authentic Mexican, too. And, once having tasted them, you will want to transform your chain-store tamale—Derby, Van Camp, Libby, Gebhardt. Drain off the sauce, add enough hot water or stock to it to make 1 cup. Then—hold everything!—add a nubbin, only about ¼ of a square of bitter chocolate, ½ teaspoon sesame seed, 4 tablespoons roasted peanuts coarsely chopped, ¼ teaspoon cinnamon, ½ teaspoon aniseed, ¼ teaspoon garlic powder. Simmer 10 minutes. An exotic combination of flavors, but so compatible that the dish does not taste queer—not in the least!

Texas Takes to Dips

It is to be expected that in a land of great distances and open-handed hospitality, there should have developed a wide variety of regional no-fuss cocktail eating—an enormous number of mixtures into which one dips tostados, tortillas, crackers, or Fritos.

One of the most famous Texas dips is made of pinto beans. The original recipe calls for 6 or 8 hours of steaming in an olla, but for a quick small-size version, about a pint, use a #2 can of spiced pinto beans. Perhaps your packer will call them Mexican-style beans. Heat with a crushed clove of garlic, a small chopped onion, a teaspoon of cumin seed, 1 or 2 tabl bacon drippings, ½ to 2 te chili powder. While the be hot, mash well with ¼ cup add ½ cup grated American or cubed processed cheese, dash of Tabasco, and enou ing water to make a good consistency. Heat the dip bling in a chafing dish over or a charcoal brazier.

Another dip is a variant classic Mexican chili con cheese-chili concoction. W El Paso brand of Tomat Green Chili Peppers this i minute job. Simply heat th toes with Green Chili, add spoon crumbled Glenn Hall Onion Flakes or a smal chopped and fried in olive stir in ¾ pound of grated cheese or cubed processe and simmer slowly until Keep warm. What a rare sauce it is!

Corn Chips Get Arou

Indigenous to Texas but tainable all over the co cellophane bags are co which are brand-named These are made from the s of masa as tortillas; in s tions, yellow as well as w kernels are used, and the is still done between sto the masa, instead of bei patted, is extruded in st crisp-fried in peanut oil.

For any number of recip call for cutting and frying Fritos may be substituted. are, as a matter of plai packaged tostados. Fine

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tos, mock enchiladas are
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sauce or chili gravy—
or canned—over Fritos.
a circle on a serving dish.
enter goes a mound of
nto beans or red kidney
prinkle generously with
raw onion and top with
sharp cheese or a snappy
uce.

ncher's Vinegar Pie

there were some way to
taste this pie before we
I had so many misgivings
the first day I tested it,
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or the family, and only
brought out rancher's
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ey'd eaten so much of the
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portions of the "after-
Vinegar pie has a curious
hat vague history. There
who say it was invented
end of a long winter by
ngland housewife whose
mply had to have pie for
and the apple barrels were empty. Perhaps some nostalgic New Englander on a Texas ranch remembered the recipe.

A generation ago, as we understand it, vinegar pie was synonymous with dessert perfection on West Texas ranches. Big cattle men still smile sentimentally at the mention of it. And everyone tells you how the fragrance of an apple orchard in October, the scent of cider mills, and even a whiff of apple blossom wafts through the house as the pie is being baked.

The recipe is unlike any other you have ever tried. It tastes like the juicy part of a deep-dish apple pie, one that is made in early autumn from the pick of green apples.

Line an 8-inch pie pan with regular pastry, your own or made from a mix. For the filling, combine 2 egg yolks with 2 cups water, ½ cup of the very finest apple cider vinegar. Add 1 tablespoon melted butter. Mix ¼ cup flour with ½ cup sugar; stir into vinegar mixture. Add ½ teaspoon lemon extract, if it's handy. Bake in a very hot oven, 450° F., 10 minutes—that's to set the crust. Then reduce the heat to moderate, 350° F., and bake 20 to 30 minutes. Cool thoroughly for several hours so that the filling will set. Sprinkle with grated nutmeg.

(*Please turn the page*)



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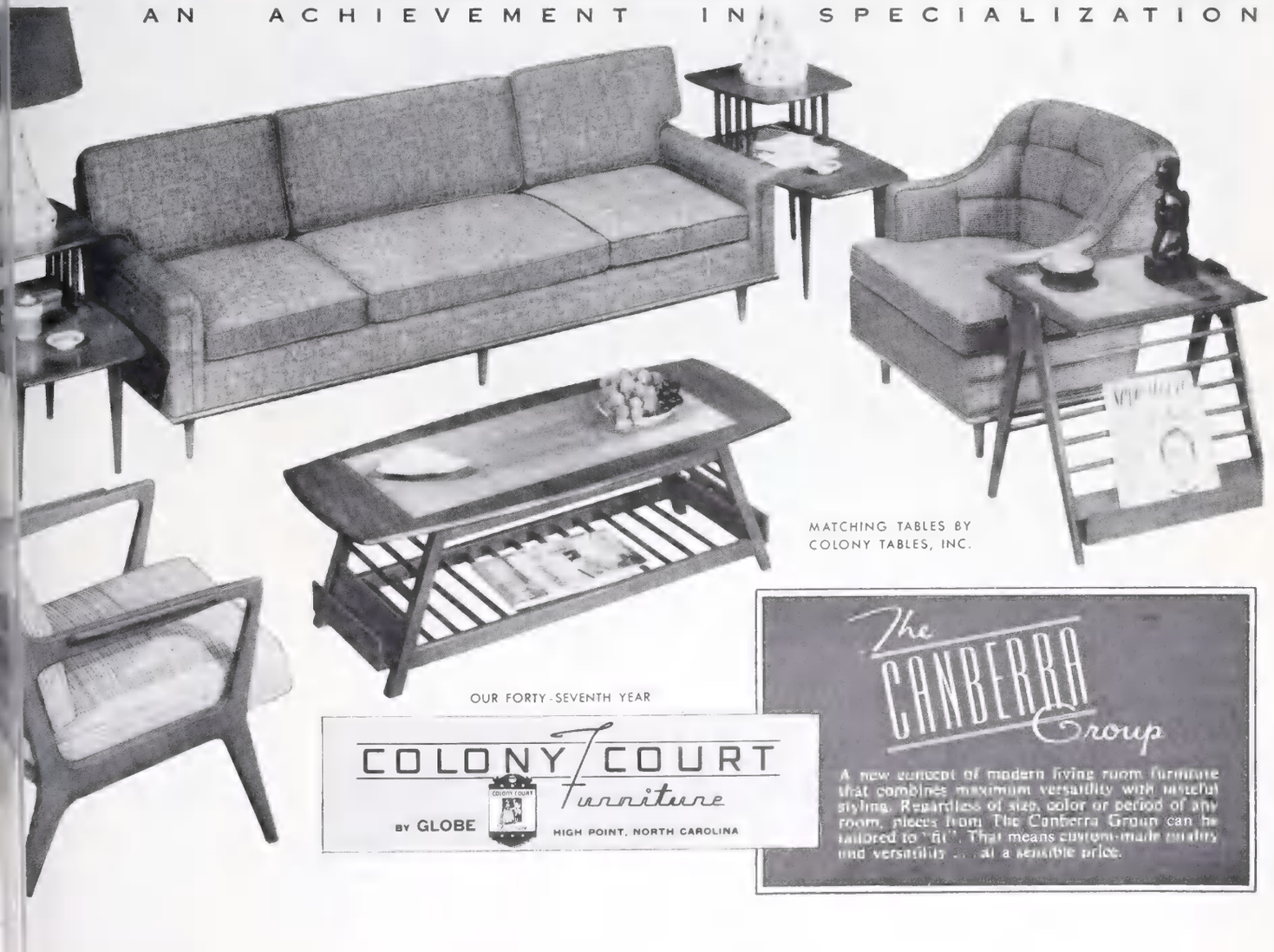
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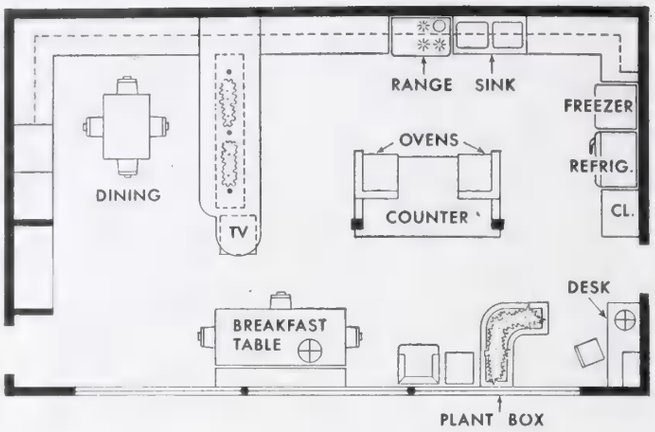
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CONTINUED FROM PAGES 225 AND 247



Today's version of the old-fashioned center kitchen table takes the form, in the Forest Hall kitchen, of an island combining cooking and serving. Other work and "living" areas are only short distance away.



Shelves sloping down to the back of a tall cabinet hold the family stock of table wines. The slope is just enough so that corks will be kept wet, as they should be. Full-height doors slide back and forth.

Mr. and Mrs. Hall know their way around a kitchen. Individually and collectively, they know how to cook, love to do it. For many years they played the host together. When it came to building their own home they recognized that the kitchen was the most important room of all, and gave it their best thinking and planning. The efficient, good-looking results you see on pages 222 through 225. Here they can prepare a feast for four or forty, it does not seem to matter which. For everything works, easily and functionally. The best of it is, the kitchen is so attractive guests gravitate to it, and the host and hostess never miss any of the fun. Below we list the appliances which make the kitchen so easy to work in:

Gas range and **twin ovens,** made by Chambers, Shelbyville, Indiana. **Refrigerator,** colored to order, Servel, Inc., Evansville, Indiana. **Freezer,** Amana Refrigeration, Inc., Amana, Iowa. **Cabinets,** of mahogany specially washed with pale green, Bel-Wood Manufacturing Co., Ackerman, Mississippi. **Ventilating unit,** Vent-A-Hood Co., Dallas, Texas. **Dishwasher** and **disposer,** Apex Electrical Manufacturing Co., Cleveland, O. **Backsplashes** of counters, Formica, The Formica Co., Cincinnati, Ohio. **Floor,** Armstrong rubber tile laid on concrete, Armstrong Cork Co., Lancaster, Pa. **Copper coffee pot,** courtesy of Lambert's Green Barn, Dallas, Tex. **TV set,** Hoffman Radio Corp.

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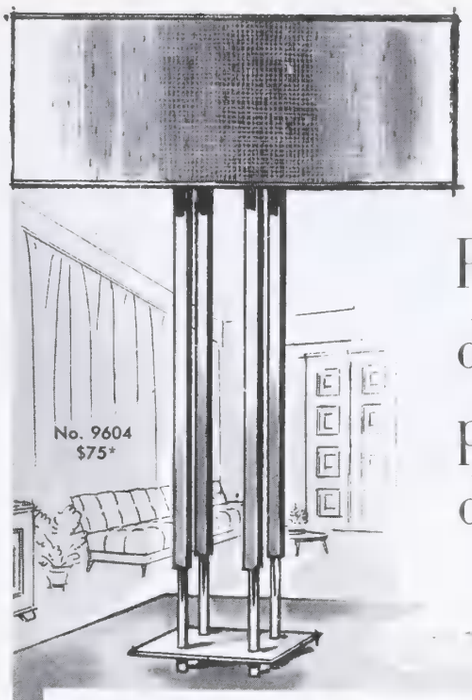
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prehensive *Educational Film Guide*, published annually by the H. W. Wilson Company, 950 University Avenue, New York 52, New York. This large volume contains information about some eleven thousand 16mm. films and costs only $7.50. While it is a valuable asset to the home-movie user, it is a near necessity to the teacher. Every school and library should have at least one copy.

Educational films have a place in your home as well as in your child's school. You yourself may find a real pleasure in rediscovering the law of the square of the hypotenuse, as it demonstrates itself by means of motion-picture animation. More than this, you may learn a thing or two about American history, world geography, and even about such ordinary household matters as cooking and sewing. I certainly did.

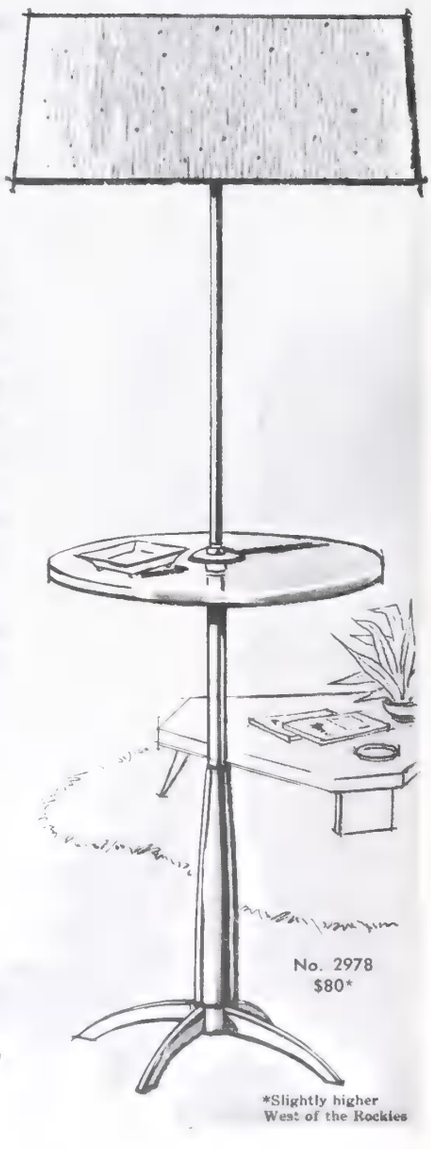
Ancient History (each 10 minutes long). A continuing series of films, currently including "Ancient World Inheritance," "Ancient Rome," "Ancient Egypt," and "Ancient Greece." Upper elementary and junior high-school level. Produced and distributed by Coronet Instructional Films, Coronet Building, Chicago 1, Ill. Sale $100 in color, $50 in black-and-white. Available for rentals from leading educational 16mm. libraries.

(*Please turn the page*)



Rare beauty designed to please the discriminating

STIFFEL
MODERN



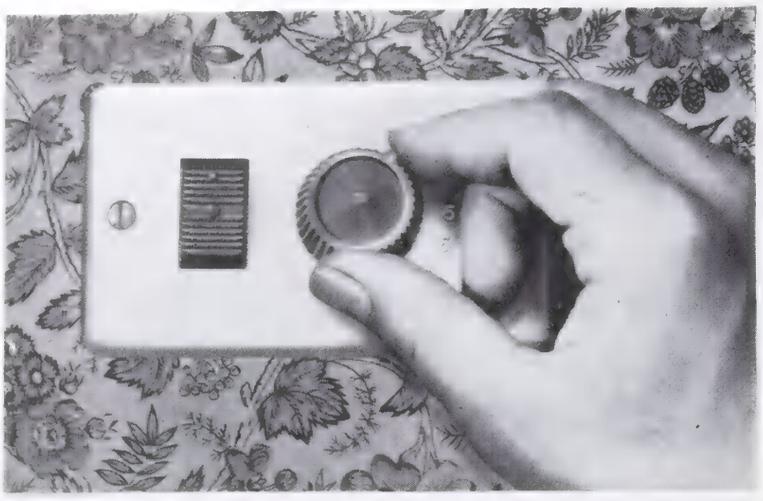
IF YOU take pride in possessing the unusual as well as the finest—Then Stiffel should be your choice in lamps. The name Stiffel means rare beauty and the highest standards of quality. Precise craftsmanship and magnificent design combine to make Stiffel Lamps the World's finest.

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*Slightly higher West of the Rockies



This master selector switch in the G-E remote-control wiring system gives you complete control of 9 circuits from one location. You can have a master selector switch at your bedside, by the front door, in the garage, or in other places where you want complete control.

HERE'S HOW G-E REMOTE CONTROL Saves Steps Every Day

With a General Electric remote-control wiring system you turn lights ON and OFF from convenient locations without taking unnecessary steps—control attic lights, cellar lights, garage lights, and other often-forgotten lights from many spots in your home. And—most important of all—you can have all the comforts of G-E remote control at a very reasonable cost.

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- **A switch by the telephone to turn off the radio.**
- **A switch downstairs to turn ON and OFF a ventilating fan in the attic.**
- **Other switches wherever you find them convenient.**
- **AND . . . a master selector switch at your bedside to control all important electric circuits in your home—porch lights; percolator in the kitchen for morning coffee; hall or bathroom lights; in fact, outlets for whatever services you want electricity to perform.**



Now you can have as many individual wall switches as you want—the G-E remote-control wiring system makes multiple switching practical.

Because it offers so much convenience, you'll want G-E remote control in any house you build or buy. It's the first really new home wiring system since switches replaced pull chains at the turn of the century . . . and it's practical for homes of any price.

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CONTINUED FROM PRECEDING PAGE

Cooking Series (each 11 minutes long). Four films: "Kitchen Safety." "Measuring." "Planning and Organization." "Terms and What They Mean." Sale about $50.

Sewing Series (each 10 minutes long). Seven films: "Advanced Seams." "Fundamentals." "Characteristics and Handling of Materials." "Pattern Interpretation." "Fitting a Pattern." "Simple Seams." and "Slide Fasteners." Sale about $50. Both series produced and distributed by Young America Films, 18 East 41st Street, New York 17, N. Y. Available for rentals from leading educational 16mm. libraries at about $3.50 each.

The Earth and Its Peoples Series. Thirty-six films, photographed and directed by leading documentary-makers under the supervisory production of Louis de Rochemont. As a whole the series illustrates how topography and natural resources affect and help shape the basic cultures around the world. Among the areas used as subjects for the different films are Mexico, Guatemala, Peru, Argentina, Brazil, French Morocco, South Africa, Japan, Malaya, India, Java, Australia, Norway, London, the Netherlands, Switzerland, rural France, Italy, Greece, Israel, Singapore, and various sections of rural and urban Canada and the United States. An excellent series for study and enjoyment, on elementary through adult levels. Produced and distributed by United World Films, 1445 Park Avenue, New York 29, N. Y. Rental $6 each. Sale $100.

Fractions Series (each about 12 minutes long). Titles include "Introduction to Fractions." "How to Add Fractions." "How to Change Fractions." (as well as Divide, Multiply, and Subtract). "Decimal-Fractions." and "Percentage." Produced and distributed by Johnson Hunt Productions, 6509 De Longpre Avenue, Hollywood 28, Calif. Sale $90 in color, $45 in black-and-white. Available for rental from leading educational 16mm. libraries, at about $3.50 each.

French Language Films (10 to 15 minutes). *"Un Voyage dans la Province de Québec,"* a series of twelve films produced by Adolphe Pervy, divided into groups on the beginning, intermediate, and advanced levels. Distributed by the International Film Bure
Jackson Blvd., Chicago
Rental $4 each. Sale $8
$55 in black-and-white.

Note: A number of F
guage productions by th
Film Board of Canada a
tributed for rental and
by the International Fil
at the address given ab

German Language Seri
utes in first film, about
each in following th
films, emphasizing th
structure of the langua
students to imitate pr
and inflection. Voca
graded from simple i
film to complex in t
Senior high-school and a
Produced and distribu
University of Wisconsin
Visual Instruction, Uni
tension Division, 1312
Street, Madison 6, Wisc
tal $2.50 each. Sale $1
series.

General Science (10
Miscellaneous titles inc
Catch Reptiles." "Life
Muscovy Duck." The
three take 11 minutes e
arch Butterfly." "Pipe
lowtail Butterfly." and
Life." These three are
two versions, elementar
tific. Produced by Sin
vey Films. Distributed
tional Films, Wilmett
Rentals are about $5
prints, $3.50 for blac
Sales are about $50 pe
in black-and-white, an
10-minutes in color.

Great Men and Wo
(about 17 minutes eac
six films on the outstan
ican explorers, writers
and other historical p
Titles include "Christo
bus." "La Salle." "Da
"Lewis and Clark." "J
mont." "Washingto
"James Fenimore Coo
Wadsworth Longfello
Wendell Holmes." "Jol
Whittier." "Louisa M
"Eli Whitney." "Hor
"Susan B. Anthony."
Washington." "Andrew
"Benjamin Franklin.
Washington." "Thoma
"John Marshall." "Ale
ilton." "John Quincy A
drew Jackson." "John
"Daniel Webster." an

For elementary and school levels. Produced ıted by Encyclopaedia Films, Wilmette, Ill.). Sale $85.

ometry Series (about each). Titles include Geometry," "Angles," The Circle," "Angles Circles," "Chords and Circles," "Congruent "Lines and Angles," roperties of Triangles," n Theorem," "Quadri- Ratio and Proportion," ar Triangles." High- Produced and distrib- owledge Builders, 625 venue, New York 21, 1 $2. Sales $40.

(19 minutes). *Julius* Forum Scene. Act starring Leo Genn as and Felix Aylmer as *beth* (16 minutes). Scene, Act II, Scene 2, pwalking Scene, Act V, Scene 1, starring Wilfred Lawson as Macbeth, Cathleen Nesbitt as Lady Macbeth, Felix Aylmer as the Doctor, and Catherine Lacey as the Gentlewoman. High-school and adult levels. Distributed for rental by the British Information Services, 30 Rockefeller Plaza, New York 20, N. Y., at $2.50 each. And they are distributed for purchase by Eastin Pictures, Davenport, Iowa, at $55 each.

NOTE: A useful guide entitled *Directory of 2002 16mm. Film Libraries* is sold at 35¢ per copy by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. It includes names and addresses of film centers all over the country, some of which maintain extremely large rental collections. Prices vary from library to library, and in most cases the film user is required to pay transportation costs—one reason for dealing with near-by libraries.

HOW TO STAY HOME AND GO TO THE THEATER

Continued From Page 44

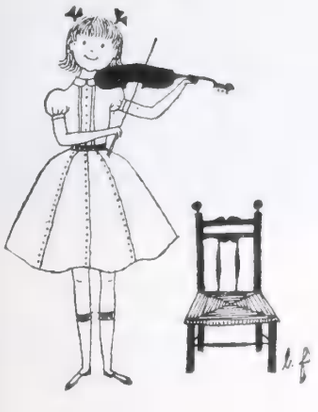
ıy in the theater and it on records, and I t I enjoyed it more ould follow the verse, s wit, listen to the e language.

er's *Death of a Sales-* been recorded, but s less effective when e it. On the other *Don Juan in Hell,* bly recorded by the h made the evening memorable, is as ls as in the theater y worth listening to (Columbia).

ghton is, if possible, ecords than he was . Cedric Hardwicke and Agnes Moorhead as good, and Charles Boyer almost as good.

You may even get on records a play which you no longer have much chance to see in the theater. For example, Ibsen's *Hedda Gabbler*. In the theater it creaks a little: in the home it is still powerful. Eva LeGallienne plays the title role (Theater Masterworks).

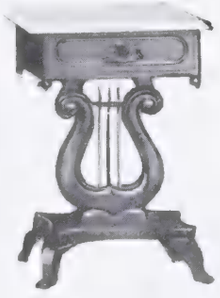
If this keeps up, one of these days a playwright is going to write a play especially for records, and if this play is successful in the living room, he may produce it in the theater. At any rate, you'll surely be getting in the near future many more plays, ancient and modern, to listen to at your leisure.



to give your decor the Velvet Touch



307-R



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Regal VICTORIAN



304T

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292



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She's 6 years old ...and so are the ***Hathaway Nylon*** *curtains!*

After six years of wear in many homes all over the country, HATHAWAY NYLON curtains are still giving excellent service... still looking luxurious and beautiful.

Six years ago, it was HATHAWAY who made the first nylon marquisette available for curtains! In these six years, many millions of yards of HATHAWAY NYLON have been decorating American windows, and not one yard has ever been returned because of damage by sunlight!

HATHAWAY NYLON with its high thread count has *everything* you want (and need) in a curtain fabric. It is easy to wash, quick to dry, beautiful, strong, non-inflammable, heat-resistant. It shrinks less than 1%. Its wonderful properties are "sealed in" by an exclusive HATHAWAY process.

So, look for the label "HATHAWAY 100% NYLON MARQUISETTE" when you shop for curtains. Feel HATHAWAY NYLON curtains, hold them to the light... *see* the difference! *Buy* them, and *know* the difference! Always ask for HATHAWAY NYLON!

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Send for this free booklet of decorating ideas. Shows how to use standard curtains to achieve beautiful effects.

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ADDRESS_____

A WORLD OF YOUR OWN CHOOSI

CONTINUED FROM PAGE 208

in an age when distribution of the art of all times and all places has become itself a fine art is not merely to indulge in the sterile pleasure of murmuring "Nay." It is to sit at our firesides and make the walls vibrate with the "Yea" of free men.

To be modern is to undergo a continuous enlargement of the sensibility. Although that may sound like a pretty cold piece of jargon, it is probably the most revolutionary slogan in the history of civilization. For the manifesto men are half right: We are in a new period, one absolutely without precedent. We have indeed broken with the past, in one very important respect: Ours is the first generation to refuse completely and unconditionally to break with the past, and to have the scientific equipment and social organization to make the refusal stick.

We are not used to thinking of the acceptance of the past as a modern phenomenon. But look at the record. The continuity of Western culture has been exaggerated by the historians. Against the small band of the partially enlightened, which in every century has striven for a total response to
various work of the h
we must place the mu
stumbling in the
darkness, have invaria
their accumulated t
rubbish.

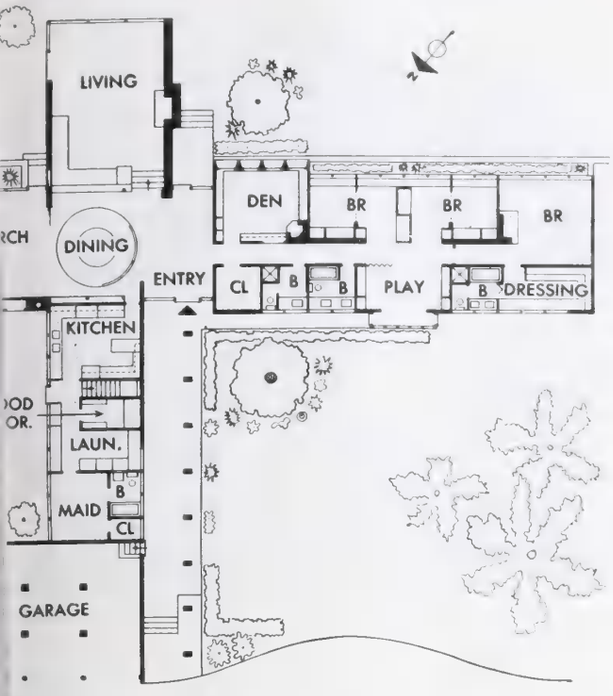
The early Christian
Imperial Rome's mon
pious ferocity; eighte
Paris mutilated Notr
bricked up the colon
Louvre. We are the fi
500 years to look at
murals, to really lo
Nineteenth-century
Bach's "Passion Acc
Matthew" gather dus
board until Mendels
the door and a few ea

*To be modern is t
continuous enlargeme
sibility.* A lively and
terest in abstract crea
ern, but even more
home-town public mus
private collections
color reproductions
and Renoirs. Enjoyin
in an opera house is
so, in a much more si
is our having Albino

(*Please turn to p*



The garage door of today is virtually the modern fr
door, since it is often the first thing both own
and visitors see upon arrival. The Linder garage d
meets this problem with good, attractive design, ty
cal of the entire house. Note the striking but pro
tive overhang for the overhead door. It is deliber
ly reminiscent of gabled ends of neighboring ba



he ideal house is one room wide, allowing perfect rough-ventilation and balanced, natural lighting. orients the main living areas toward the south nd shelters itself from the hot western sun. It is ted and designed so as to partake naturally of its rounds and be thoroughly at ease with its landscape.

TWO PHOTOGRAPHS BY MAYNARD PARKER



enjoy the increased possibilities of modern life one st have the strength to meet the equally increased sions of today. Such strength comes from daily re- ation and repose. And such repose, in turn, can t come from a house quietly and suitably situated the peace of natural surroundings, at harmony with ely-growing things in the green world around us.

Perhaps YOU CAN AFFORD THIS MISTAKE



but, you buy heating for "keeps"

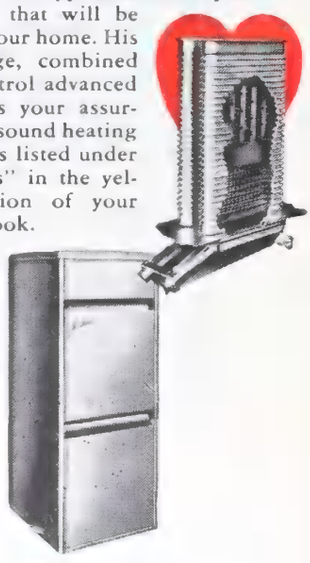
She thought her new rake was a bargain! But *now* she finds it unsatisfactory. In this case, it isn't so much the *cost*, it's the annoyance.

In selecting a heating system, however, the result is different. If your *first* choice isn't right, later repair can drain your budget for many years. Careful comparison before buying is important in reducing operating and maintenance costs.

When you select a heating installation for your new home, or one you are modernizing, compare Janitrol, feature by feature. You'll learn about its longer life, its quiet, dependable performance, its overall economy.

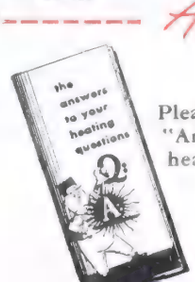
Careful comparison before buying can save you money in the years ahead. But lower operating and maintenance costs are only part of the benefits. Above all, you assure your family lasting, satisfying comfort.

It's easy to avoid costly mistakes in choosing a heating system. Be sure to see your local authorized Janitrol dealer for the type and size of Janitrol unit that will be best for your home. His knowledge, combined with Janitrol advanced design, is your assurance of a sound heating buy. He is listed under "Furnaces" in the yellow section of your phone book.



AN AMAZING RECORD! With over a million Janitrol steel "heating heart", exchanger tubes in use since 1940, LESS THAN ¼ of 1% HAVE BEEN REPLACED for any cause. This remarkable record of durable performance shows that you *can* buy heating for "keeps".

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At stores where selling the best is a proud tradition . . . ask there for tables by Tonk.

Admire their lovely youthful lines, their smart new fashion, the thoughtful way they bring you extra touches of convenience. Now picture them in your own home. How fitting for a modern room! How eloquently they speak of good living! How perfectly they express good taste!

Illustrated: Tables from the "Space" group with deep utility compartments under sliding tops. SOFA by FLEXSTEEL



tables fashioned by... TONK

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QUALITY AND INTEGRITY FOR EIGHTY YEARS

A WORLD OF YOUR OWN CHOOSIN

CONTINUED FROM PAGE 254

ord libraries for playing at home.

We insist on having chairs which are adapted to our needs, to both conversation and television, for example. There we are simply being contemporary in a common-sense fashion. We become truly modern in our outlook when we realize that these chairs can have a sculptural beauty as well as a functional beauty and that a Louis Quinze table might go very well in the same room, that *that* style is contemporary, too, *if it works.*

Why do our good architects today refuse to design all of their houses in any one style, in the pseudo-Georgian, say, or the pseudo-modernist, or even in a style they might invent and standardize themselves? Not, surely, out of some foolish Bohemian desire to be different. They have, first of all, the moral (we shouldn't be afraid of the word) purpose of equipping us and our children for contemporary living, and a mass-produced stage setting will not serve that purpose, for the sufficie that we ourselves are produced.

And secondly they hav esthetic purpose of pu flexible frame for the m sibility. For that job th ized box, whatever its dignity and irrelevant l be, won't do. Sooner turns into a system of c tiers for the spirit.

I have been talking customer and the artist. listener and the doer, they were separate pe tually, of course, they ified functions, like the consumer and produce cific function of the enlarge our sensibility available in concrete fo unique reaction to an contemporary life (lif contemporary); his bu finding of reasonabl visual and auditory equ

(*Please turn to pa*



The Linder house is a good example of the fine architecture tha a sensitive understanding of the nature of a particular site materials and native rock, as well as the people it shelters. N house nestles on top of the ravine-like slope, riding the land horseman, rising from the land as if it were inevitable and a cepted and age-old landmark—the unexpected quality of good, n

PHOTOGRAPH BY MAYNARD PARKER



All good things go together, especially when they are assembled by people who know what they want. They have the unity of taste of the people who freely choose them. Here a piece of East Indian sculpture seems far more at home in a modern garden outside a modern house than a mobile by Calder.

PHOTOGRAPH BY STANLEY REIDS



Every side of a good house is equally good. There is no such thing as a Queen Anne front and a "Mary Anne back" in an organically designed structure. And oddly enough the all-round beauty of this house, as in all such houses, is subtly apparent even when you enter the driveway for the first time. Thus a good house is planned to give its owners—not only the neighbors—full benefit of its charm.



This Chinese dog "guarding" the entrance to the Linder grounds is the first hint that within visitors will find treasures of all periods and all countries: Danish, Tibetan, Chinese, South American, French, English, modern American.



It's odorless and really scrubbable, thanks to Miracle Resin H-7. This new expoxy resin is exclusive in China-Luxe Alkyd Flat Enamel. Really amazing what this paint does on interior walls, woodwork and ceilings.

China-Luxe dries quickly . . . same day; easy to apply by brushing, rolling or spraying. Self-sealing, self-priming. No lap marks. One coat covers with lasting beauty. Soft, lustrous fadeproof finishes in beautiful decorator colors. Visit the friendly Horn Paint Dealer near you. If you can't locate him ask us for his name. Then paint with confidence and enjoy your China-Luxe paint job for years.

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Div. of Sun Chemical Corp.
Long Island City 1, N. Y.



You can rely on the performance of any HORN Paint, Varnish or Enamel. This has been true for 56 years.

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"Hidden Heat" with new Trane Baseboard Convectors

Here's true perimeter heating. New TRANE Baseboard Convectors extend heat along virtually every inch of outside wall space. Surround you with even, all-over warmth. Eliminate cold corners, over-heated areas. Stop cold wall and window drafts *forever.*

Costs no more! Because it's installed so easily, heats quickly . . . Saves fuel.

Provides complete freedom for furniture and draperies. Built in. Part of the wall. Never in the way.

Designed to match (never mar) the beauty of your home. Simply paint it to match the walls. Inconspicuous.

Helps your home stay clean longer. No ducts to carry dirt. No dusty grilles. Coved bottom, smooth top for easy cleaning.

Hidden heat never burns or blasts. Touch it anytime. Heat rises *gently* through continuous front opening.

It's quiet. No moving parts. No ducts to carry noise.



TRANE Type A Convectors complete this new heating system. Bring extra heating capacity to kitchen, bath . . . any room where baseboard space is limited. Fit the same single-pipe hot water system.

Get all the facts about this new TRANE way to heat before you invest in any heating

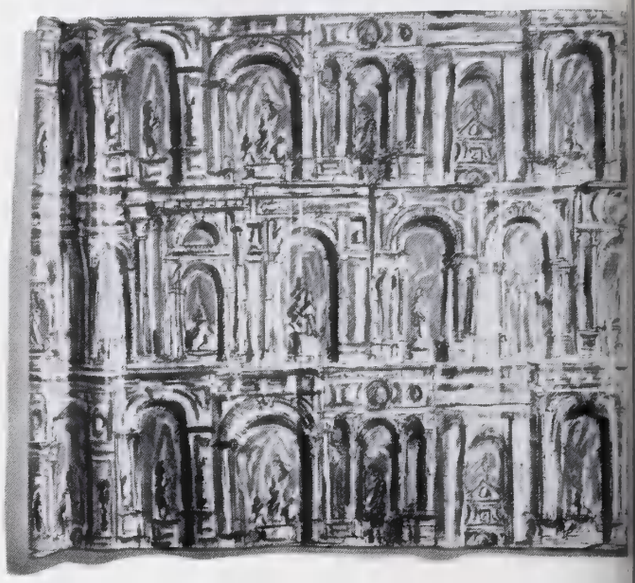
For *free* booklet, "Hidden Heating with TRANE Baseboard Convectors," write TRANE, La Crosse, Wis.

New comfort for you...new beauty too, with two great TRANE convectors

The Trane Company, La Crosse, Wis. • East. Mfg. Div., Scranton, Penn.
Trane Co. of Canada, Ltd., Toronto • 87 U. S. and 14 Canadian Offices

A NEW LOOK IN FABRICS

CONTINUED FROM PAGE 227



You can see for yourself how the design of printed fabri changing when you look at architectural patterns like this cath façade by Howard and Schaffer. It's large-scale but not overwh ing, and gives an unexpectedly textured effect when draped.



Flowers in vases have l motifs since time immem look of this Howard and S tern comes from an empha rather than flowers. Sc shadows of their varied played up as part of

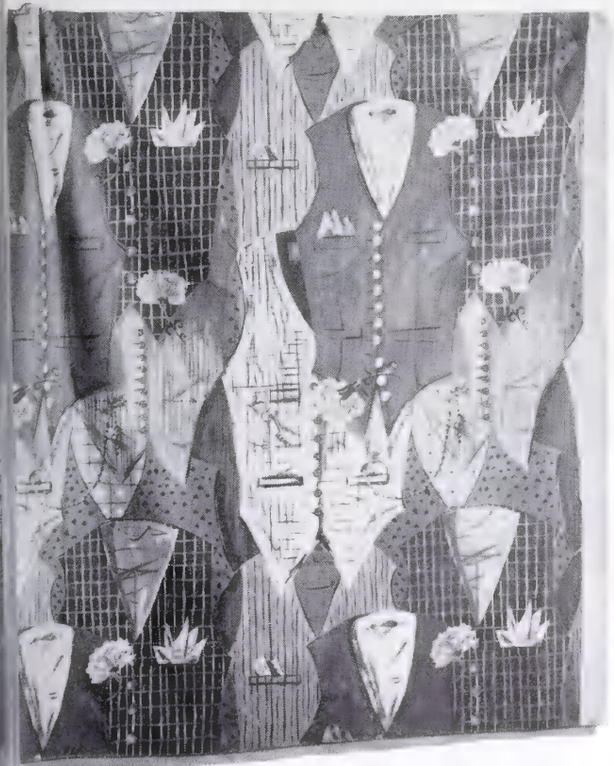
PHOTOGRAPHS B



Fabric designs no longer look as if their designers had all been trained in the same school. Typical of good modern art, patterns are drawn in as many different styles as there are artists. Yet all share a certain "free" look, like Goodall's crisp but unacademic "Metropole."



itectural motifs can be as generously broadscale as this render- f the waterfront at St. Tropez by Jofa. The new scenic patterns from the tightly printed old toiles in the freeness of their ing, like a quick sketch by a master artist.



in-cheek *trompe l'oeil* of men's striped and checked waist- rojects a hitherto unheard-of subject for a "serious" fabric ut, light-hearted though it is, its all-over pattern drapes into resting textured-looking drapery. "Monsieur" by Jofa.

(*Please turn the page*)



You can avoid dark, disfiguring stains on your light sills and siding—by insisting on screening of Alcoa® Aluminum.

Leading weavers make this screening from tough aluminum alloy wire, specially developed by Alcoa. You can get it now in wood or metal frames, tension-type screens, or in combination screen and storm window units. Or, if your present screening is worn out, replace it with aluminum.

To prevent screen stain, look for the Alcoa label—and eliminate all screening worries.

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1926-K Alcoa Building,
Pittsburgh 19, Pennsylvania.





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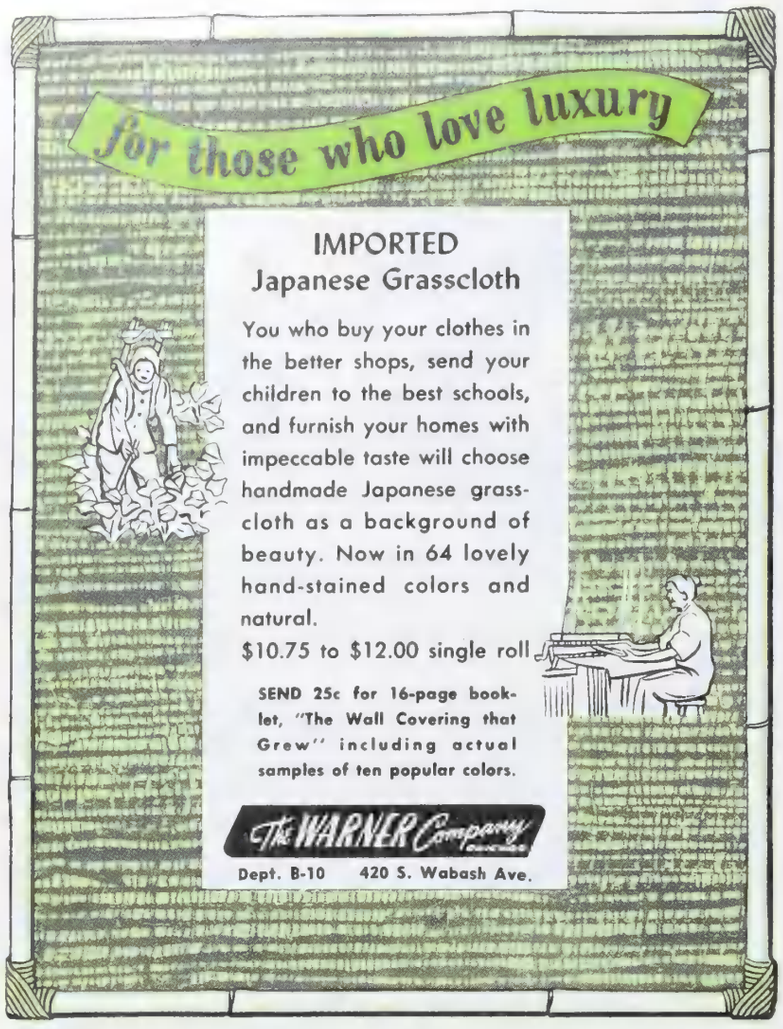
In Better Combination Units

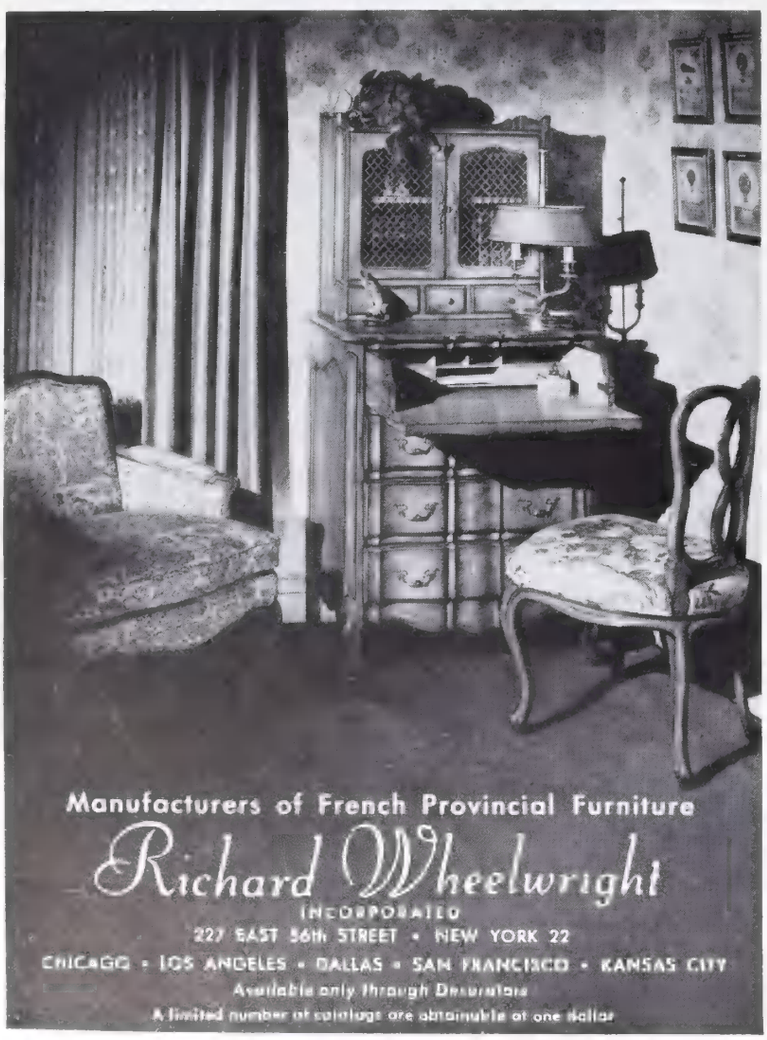
In Wood or Metal Frames

By the Foot—at your Hardware Store

Alcoa Aluminum

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A NEW LOOK IN FABRICS

CONTINUED FROM PRECEDING PAGE



The famous Square of San Marco in Venice is translated on fabric like a pen-and-ink drawing. Wide spacing gives its perspective drawings the look of triangular patterns. Howard and Schaffer.



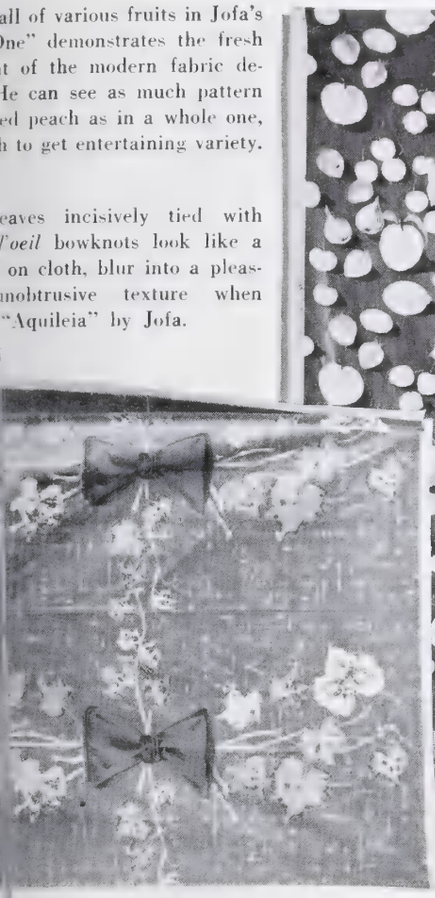
Bouquets against a textured-looking pattern of basketry are a ne switch on the old, perennial bouquet-in-a-basket combinin *trompe l'oeil* and the hand-painted look. Howard and Schaffe

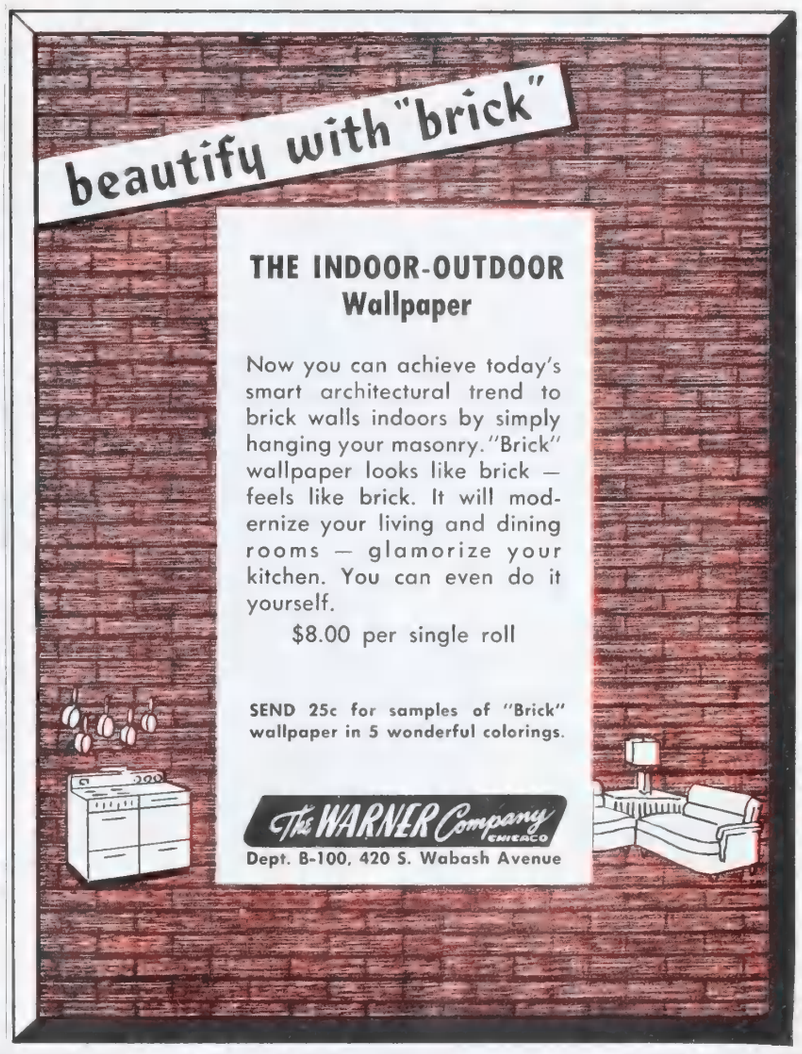


An unexpected slant on park benches after a concert is Jofa's geniously conceived "Jardin Publique." As in many new fabri the subject is real, yet presented as though it were abstra

all of various fruits in Jofa's
One" demonstrates the fresh
t of the modern fabric de-
He can see as much pattern
ed peach as in a whole one,
h to get entertaining variety.

eaves incisively tied with
Voeil bowknots look like a
on cloth, blur into a pleas-
nobtrusive texture when
"Aquileia" by Jofa.





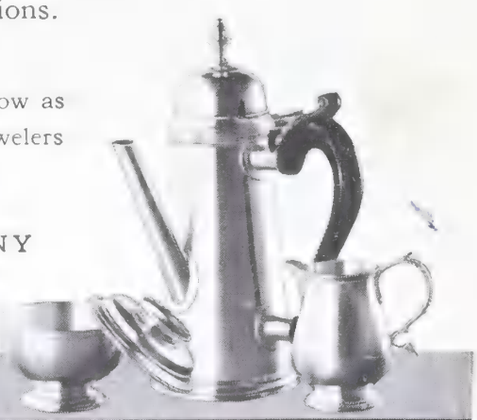


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Stickley American

A living style interpreting old beauty
in terms of today's furniture needs



Majestic in proportion and simplicity of design, this magnificent Stickley Secretary draws its inspiration from the latter half of the Pilgrim Century. The bracket feet, the bail brasses, the decorative but convenient arrangement of the interior, and the characteristic slides that hold the drop are all authentic, modified with a subtlety and restraint that blends them perfectly into the surroundings of the modern home.

Interestingly figured and naturally beautiful, the solid cherry fruitwood needs no surface decoration to soften the plain but elegant lines. Its warm and friendly beauty will grow lovelier through the years, protected against warping or loosening by a rugged, tightly-fitted structure representative of Stickley individual craftsmanship.

Secretary . . . Height 75 in., Width 38 in., Depth 20 in.
Modified ladderback side chair, upholstered



"A Developing Furniture Style". . . 52 pages, 49 illustrations; the fascinating story of the development of American furniture art from the Pilgrim Century down to today. $1 postpaid.

★ Preserve and beautify the finish of your furniture. Use Stickley Furniture Dressing, the same material that is used in the Stickley workshops to produce the famed Stickley finish. Ask your dealer or send $1.50 for a regular size container, postpaid. L. & J. G. Stickley, Inc., Fayetteville, N. Y.

Cherry Valley workshops of
STICKLEY
OF FAYETTEVILLE, N. Y.

A WORLD OF YOUR OWN CHOOSING

CONTINUED FROM PAGE 256

his reactions. He is a successful artist if he finds them; he is a great artist if his reactions are of permanent significance. And the business of the customer? *It is to have an enlarged sensibility.*

MY POINT here may seem obvious, but I think it is worth making for emphasis. It is this: The artist, intensely aware of his personal vision and faced by the enormous difficulty of the simplest act of creation, is usually a one-style or at least a one-style-every-decade creature; the customer is not. Van Gogh produced nothing but Van Goghs. We, however, should remember that we are free, that we are under no obligation to let his blue flame blind us to the beauty of El Greco's gray flame, and that the only condition attached to this freedom is the usual one: We must exercise it.

To be modern is to undergo a continuous enlargement of the sensibility. It has been said that the first modern man was an unknown Italian peasant who uncovered a marble Venus with his plow and realized she was beautiful. It's a pretty allegory, but I would add that the fellow was being very Medieval indeed when he immediately smashed a Gothic Virgin to make room for his new goddess.

Some of the more faint-hearted among us may be frightened by our success in liberating all the styles of the past. Here they come, swarming down on us with the speed of the color press and the electron, the persuasiveness of an American sales organization, and each member of the host seems to have his own standard. We can no longer hoist a banner with "Romantic" or "Classical," "Modern" or "Period," on it and flay about us with th joyous certitude. No more ba No more antecedent certi Picasso *exists*. All right, w admitted that. But what abo those others? Aren't they go sow confusion? Or, what is fusion? Aren't we headed t some monstrous new eclecti

The danger is real, and th only one way to meet it. W going to have to learn that come from us, not from some potent Unseen Critic, that becomes anarchy in esthet well as politics if the indi does not accept the respon which always goes with fr In practice this means tha one of us, on his own, must his own personal renaissance do, the historian of the futu not have the melancholy t recording that ours was th culture in history to be c under its opportunities.

Following is the list of ma equipment and furnishings Linder house:

CONSTRUCTION MATER

Foundations: Concrete block, seal under slab, "Kapco" boa stone Asphalt Products Co., C Ill. Sub slab of vermiculite c Vermiculite Industrial Corp., Pa ark, N. J.

Structure: Wood frame, post an system.

Chemical treatments: Preserve sills, Devoe & Raynolds Co., In York, N. Y.

Exterior wall surfaces: Tong groove cypress. Sheathing: " Insulite Division, Minnesota & Paper Co., Minneapolis, Minn

Interior wall surfaces: Cypress pine. Grasscloth in living roo Art Wallpaper Co., Brooklyn Amerspun wall covering, H. B. Sons Co., Bloomfield, N. J. Tile rooms, American-Olean Tile C



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That Can Happen
To A Cherished Photo
Is to Frame It in an
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S. E. OVERTON CO., South Haven, Mich

a. and The Mosaic Tile Co., lle, Ohio. Sand float finished ceilings, U. S. Gypsum Co., o, Ill. Fireplace brick, Harbison- Refractories Co., Pittsburgh, vania.

: Lightweight interlocking tile, i-Celadon Co., Chicago, Ill.

and metal work: Copper, n Brass Co., Waterbury, Conn.

s: Aluminum casements, A B C quipment Co., New York, N. Y.

Plate and "Thermopane," Lib- ens-Ford Glass Co., Toledo,

"Lumite" plastic screening, Div., Chicopee Mfg. Corp. of , New York, N. Y.

"Overhead Door" garage door, d Door Corp., Hartford City, Other doors of birch, redwood ss.

re: Functional hardware, Yale e Mfg. Co., Stamford, Conn. ve Hardware, custom made, V. Paine, New York. Sliding ck, Accurate Metal Weather- ., Inc., New York.

On exterior cypress, "Valspar" alentine & Company, Valspar w York.

erstrip: Accurate Metal strip Co., Inc., New York, N. Y.

finish: Brick floor in dining d entry, Hazleton Brick Co., Pa.

: Fixtures in all baths, Crane icago, Ill. Water softeners, Co., New York, N. Y.

Radiant heating system. n-tube radiation, The Vulcan Co., Hartford, Conn. Boiler, nal Radiator, Johnstown, Pa. Minneapolis-Honeywell Regu- ., Minneapolis, Minn. Bath- ter, The Trane Co., La Crosse,

g: Attic fan, American Cool- ., Jacksonville, Fla. Kitchen e-Wind Motorfans, Inc., Los Calif.

: "Fiberglas" blanket, Owens- iberglas Corp., Toledo, Ohio. tion, "Foamglas", Pittsburgh Corp., Pittsburgh, Pa.

General lighting throughout dled by Arco Electrical Sup- c., New York; Lightolier, Inc., y, N. J., and Stamford Mfg. York, N. Y.

equipment: Panels and quare D Co., Detroit, Mich.

uipment: Cabinets, custom- S Woodworking, New York.

Formica counters, The Formica Co., Cincinnati, Ohio. Dishwasher, "Kitchen Aid", Kitchen Aid Division, Hobart Mfg. Co., Troy, Ohio. Range and refrigerator, General Electric Co., Louisville, Ky. Sink, Kohler Co., Kohler, Wis.

Laundry equipment: Tubs, Crane Co., Chicago, Ill. Washing machine, General Electric Co., Louisville, Ky.

FURNISHINGS

Living Room

(Page 204 and 207)

Carpeting, Mohawk Carpet Mills, Inc., Amsterdam, N. Y. **Spoonback chairs,** courtesy Town & Country, New York. **Fabric** on chairs, velvet, Stroheim & Romann, New York. **Coffee table,** Rosewood, Ashley-Kent Ltd., New York. **Loveseat,** John Stuart, Inc., New York. **Lamp,** Lantin & Forhadi, New York. **Lamp shade,** Lumiere, New York. **Wall clock,** courtesy Sheba Taylor, New York. **Grass cloth** on wall, Fine Art Wallpaper Co., Brooklyn, N. Y. **Fire-screen,** "Flexscreen," Bennett-Ireland, Inc., Fireplace Div., Norwich, N. Y.

(Page 207)

Furnishings at right of stairs: Built-in sofa, S & S Woodworking Co., New York. **Cushions** for sofa of foam rubber; covered with tweed fabric, J. H. Thorp & Co., New York, fabricated by Edward A. Roffman Associates, New York, N. Y. **Scenic grasscloth,** Gene McDonald, Inc., New York, N. Y.

(Page 209)

Carpeting, Mohawk Carpet Mills, Inc. Amsterdam, N. Y. **Sofa,** Cocheo Brothers, Inc., Weehawken, N. J. **Fabric on sofa,** S. M. Hexter Co., New York. **End tables** of Rosewood, Ashley-Kent Ltd., New York. **Lamps** are Antique Tibetan Temple Horns. **Coffee table,** (Chinese design) teak with marble top and **barrel chairs,** Baker Furniture, Inc., Grand Rapids, Mich. **Draperies** and **fabric** on chairs, F. Schumacher & Co., New York, N. Y.

Entry Hall

(Page 206)

Draperies, gold silk, F. Schumacher & Co., New York. **Victorian marble-top tables** and **settee,** A. H. Stiehl Furniture Co., New York. **Oval rug,** Mohawk Carpet Mills, Inc., New York, N. Y.

(Page 207)

Outside lamps: Silver coach lamps, courtesy H. Kauffman & Sons Saddlery Co. Inc., New York, N. Y.

Madonna

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9½" high . . . $25

red by Michaelangelo's famous Pieta . . . Sculptured in the spirit Renaissance tradition. On display at leading s, jewelers, fine stores.

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PHOTOGRAPHS BY FRANK L. GAYNOR



This is how Mr. and Mrs. Harold Adamson of Tucson, Ariz., in a jog in their living-room wall with a thoroughly servic snack bar. But they made it noncommittal by sheathing it in str plywood to match the walls. Cabinets and shelves are bu for permanent glass and bottle storage. Bar, equipped with sh for drink-mixing paraphernalia, moves in and out on ca

Books for Gardeners

fic Detective Story

Man and Life. Edgar An- Little, Brown. 245 pp. $4. f the plantains that pesters kers has provided a clue birth of European agricul- Neolithic times. Other ave posed more problems y have answered in regard origins and travels. In fact, erson calls his chapter on ory of weeds "a detective and he makes it read as dly as one. The weeds that pparently gone into the nake-up of wheat, the vari- und in all our major cul- plants, the many kinds of overed in Latin American —these are but a few urprising subjects in the

cally, with diagrams, the xplains plant hybridiza- analysis of a tangled garden plot provides a gardening efficiency. Sun- erit a chapter by them- d the reader learns why, as a crop, this native plant grows more successfully in Russia than in the U. S.

There is more to the story than this; the remainder is for the reader to have the pleasure of discovering.

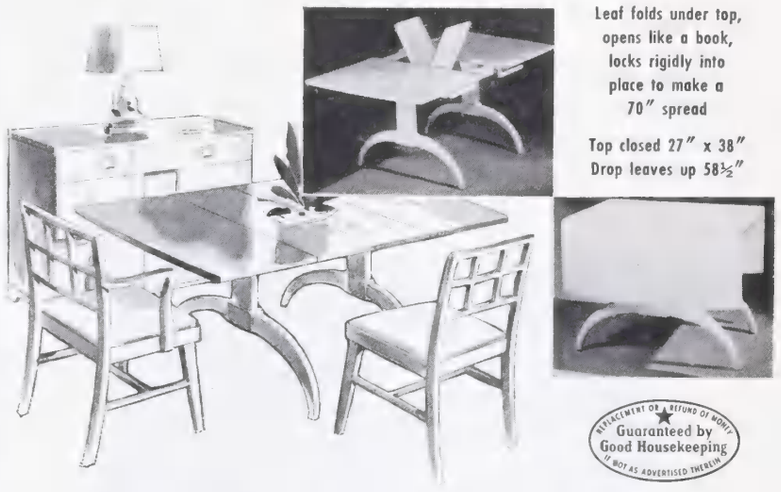
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Plants of the Bible. Harold N. & Alma L. Moldenke. Chronica Botanica. Waltham, Mass., & Stechert-Hafner, New York. 328 pp., 36 plates. $7.50.

In this comprehensive study of the Bible's vegetation, botany, geography, anthropology, linguistics, and literature have all been brought to bear on the subject. In many instances detailed research among source materials has revealed a new identity for the plants mentioned in the Scriptures.

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Its step-saving convenience has already made the pass-through practically standard procedure in new homes. Surrounding it with storage space was logical and inevitable. Next step, as shown here, the pass-through becomes a decorative asset

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The pass-through is the modern householder's answer to the servant problem. In this kitchen food can go practically from the stove directly to the dining-room buffet through the pass-through hatch above the long counter.

PHOTOGRAPHS BY MAYNARD PARKER



Dining-room side of the pass-through shows the architectural handsomeness that can now surround this utilitarian device. It is part of an imposing built-in buffet and storage chest, which has the quality of the finest cabinetry.

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Whittier — Four Star Furniture

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Canandaigua — G. M. Kennedy & Son
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Wilkensburg — Faller
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La Crosse — Ross Fu
Madison — Fre
Milwaukee — Sc
U & I F

Superior — Grand Rapids He



Of course your family needs and habits will change in the future—but you can plan for it now. The furniture you buy today must be so adaptable it can be the heart of your home of tomorrow. For furniture that makes future planning simple and present living pleasant, look to Ethan Allen by Baumritter.



The furniture with your future in mind

Craftsman-built of solid rock maple and birch, available in two hand-rubbed finishes, open-stock Ethan Allen will truly grow with your home. Inexpensive, too—starter bedroom groupings begin at $198,* with living and dining room settings similarly priced. And look for the Baumritter label—it's your assurance of quality.

**Slightly higher west of the Mississippi.*





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Write to DEPT. B *for samples and booklet.*

TRADITIONAL FURNITURE IS GETTING MORE MODERN

CONTINUED FROM PAGE 215

PHOTOGRAPH BY DALE ROOKS



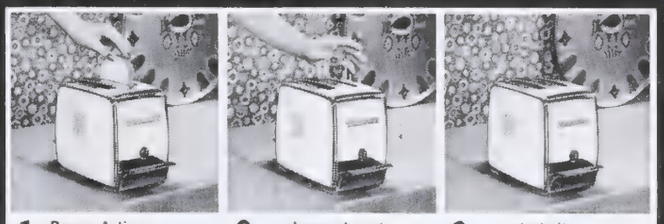
lining table above is an example of the new attitude being
nanufacturers of traditional furniture toward period repro-
They are simplifying the lines, eliminating or reducing
tion, and in general bringing traditional design closer to
feeling and function. Made by Johnson Furniture Co.

PHOTOGRAPH BY WILLIAM HOWLAND



n-chest was adapted from 19th-century Biedermeier for
Natural teak is used here instead of mahogany for its
gray which is sympathetic to other modern furniture.
bs and pulls are completely modernized and simplified.
ily be called enriched contemporary design. Kittinger Co.

NEW Toastmaster
Super De Luxe Toaster



1 Power-Action automatically . . .
2 . . lowers bread for you . . .
3 . . . starts it toasting . . .

Takes the bread right out of your fingers!

(AND GIVES IT BACK PERFECTLY TOASTED!)



The most distinctly different toaster in the world! This new toaster is so automatic it will amaze you. It even lowers the bread *for* you. Power-Action, through a unique electric motor, lightly *takes the bread right out of your fingers!* It lowers it, starts it toasting, and serves it up fast. The new "Toastmaster" Super De Luxe Toaster gives you perfect toast every time—light, dark, or in-between. Toast rises extra high, so small slices are easy to remove. . . . Years of faithful performance have resulted in more people owning "Toastmaster" Toasters than any other kind. . . . *"Toastmaster" is a registered trademark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products.*

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TOASTMASTER PRODUCTS DIVISION
ELGIN, ILLINOIS ©1953

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A sorcery of shells and pebbles as though seen thru water. A new Zue Martin design. Whites and coral on pearl grey... ivory and jade on canary yellow... pinks and gold on dove grey ... aquamarine and coral on turquoise.

The single roll.....3.60

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A SUBSIDIARY OF KIMBERLY-CLARK CORPORATION

Head Office—New Canaan, Connecticut

Make the kitchen worthy of the living r



In their pleasant vacation home, Helen and Ruth Baker have drawn no line between kitchen and living room, not even a semblance of a partition. Beamed ceiling, brick, tile, and pottery draw both together. Range top is built into counter, oven into chimney.

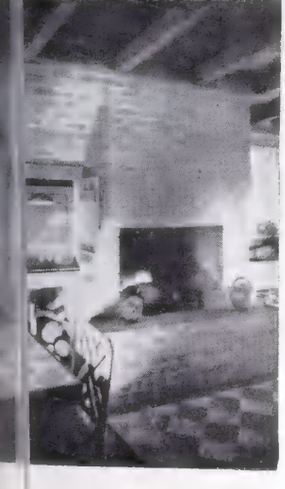


Mounting a tile top on a brick pedestal, the Bakers have a dining table which becomes a structural member. Batten doors in chimney breast conceal built-in oven and wood box below. Raised hearth is convenient for open flame cooking. Added to other built-ins is living room window seat, comfortably cushioned.

The same structural materials, architectural round, and decorative mood in both kitchen and ng areas make one an integral part of the other







Pottery utensils hung on the wall make a logical decoration, for here they are within reach for use at the counter range beneath. Practical as well as pretty is the tile backsplash, bordering the entire work counter. Below, batten doors in chimney breast are shown open to reveal built-in oven at convenient working height, and wood box beneath.

FAVORITE WINDOW U. S. A.



When you travel across America, the view, the weather and the accents change. But one view remains unchanged in any direction — *the windows of home* — hung with crisp white cotton organdy curtains.

Home lovers have learned that nothing equals the sparkling sheerness of cotton organdy — no white is so snowy white — no texture so crackling crisp.

But remember that organdy's beauty is *cotton's* beauty. So you couldn't do better for your windows than Berkshire curtains — *combed cotton* organdy at its very best. Heberlein-processed for permanent loveliness. In bright white and eight decorator colors.

Berkshire Fine Spinning Associates, Inc. *Makers of fine combed cottons used in home furnishings and in quality clothing for men, women and children.*

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with TROY deauville *Casual Americana*



. . . you'll love it, too. So light and graceful, so easy to care for . . . and so beautiful in your home. Troy wrought iron furniture blends naturally with the contemporary or traditional furniture you already have, and any time you wish, you can add from the many exquisite pieces offered by Troy. Living room occasional pieces and sets, groups and accessories for the dining room, dinette, game room and outdoor living.

Shown are Troy's new Settee upholstered in vinyl plastic fabric available in a wide selection of textures and colors, clever magazine-rack End Tables and the new Cocktail Table. All Troy table tops are offered in Frost Walnut Formica or in crystal clear glass. Leading furniture and department stores will have these and other Troy Furniture pieces on display. Don't miss them.

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IF YOU'D LIKE A BROCHURE AND NAME OF YOUR NEAREST TROY DEALER, WRITE US TODAY.

How you can build a closet wall

Have you a storage problem? Solve it yourself with this closet made with cost materials. It needs little skill, yet it's strong and good-looking to



See how much you can get in this closet wall, then see the opposite page how easily you can build it. Dimens are 8′ each for width and height, 2′ for depth. Use i pensive wood or bamboo curtains for front instead of d

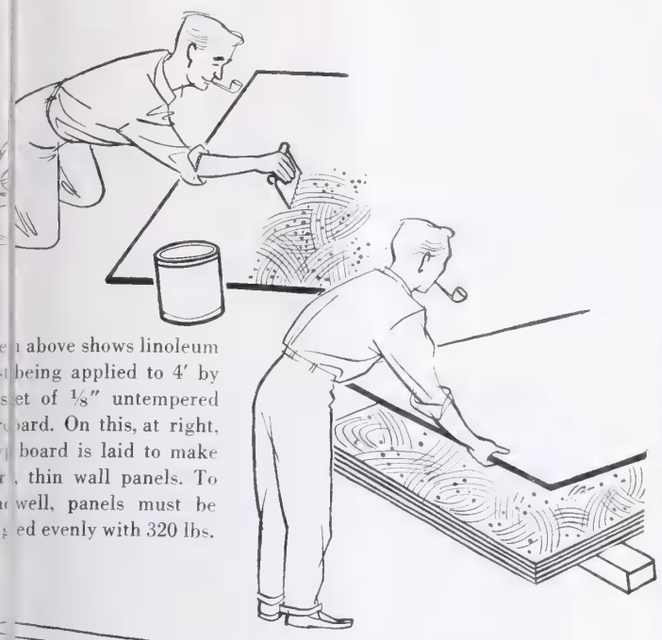
Here's a closet wall that was planned by experts with *you* in mind—even if you've never done more than hang a picture.

If you don't want the unit above, you can arrange other units which use the same basic elements. Cost is low because you use stock materials that can be bought at any lumber yard or building supply house and because you make the best use of stock sizes of those materials.

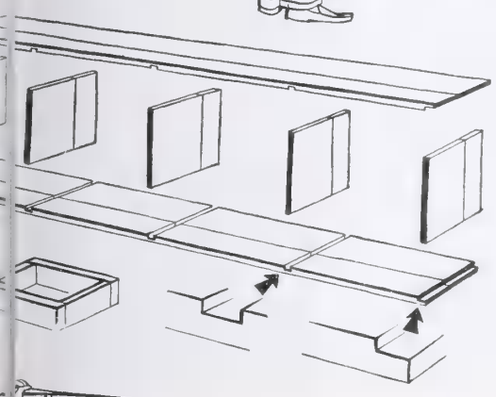
You can specify every piece of lumber you use, avoiding waste or running short. By the way, maybe your lumber dealer will cut your order to specifications—check to see if he offers this service to his custome

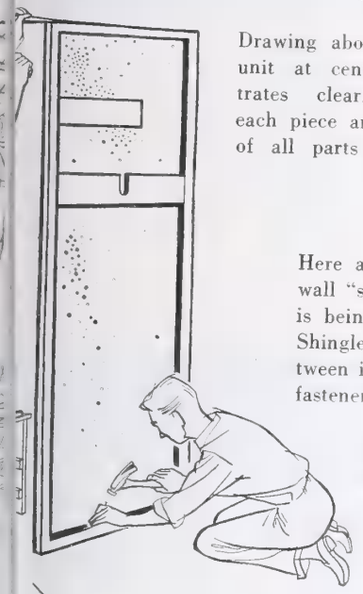
But the real reaso wall is cheap and eas because of its "thin They were devised H William H. Kapple a Landrum at the Univ nois under sponsorshi ber Dealers Research panels are simplicity of inexpensive hardbo sum board bonded linoleum paste. Yet th ingly strong and so pensive and time-con ing in construction. P them, as you wish.

To get a plan sheet with dozens of clear, detailed s of "Closet Wall Construction," send 25 cents in the University of Illinois, Small Homes Council, Urb Please be sure that your address is complete and



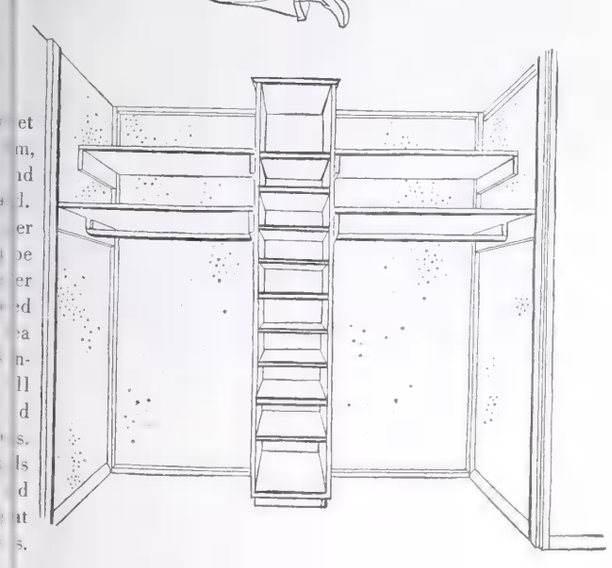
n above shows linoleum being applied to 4′ by et of 1/8″ untempered ard. On this, at right, board is laid to make , thin wall panels. To well, panels must be ed evenly with 320 lbs.





Drawing above, of multiple shelf unit at center of closet, illustrates clearly and in detail each piece and also the assembly of all parts of this basic unit.

Here an end panel of thin wall "sandwich" with frame is being installed in place. Shingle wedge is driven between it and ceiling. Proper fasteners make it easy to fix it to either wood or plaster in ceiling and to wood or concrete in the floor.



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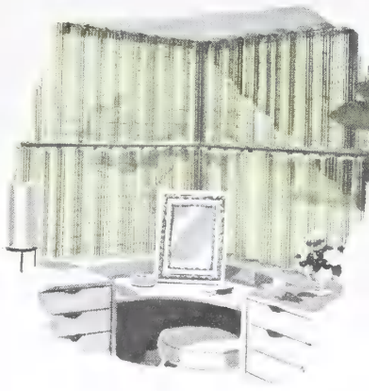


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Draperies available up to 96″ long, any width. Operate on traverse rod

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What to do

Stones can root your house t



Owners of this terrace garden shrewdly salvaged their stepping stone path—and all their garden stone—from the old mansion which formerly stood on the site of their small modern house. Stepping stones need to be flat on only one side and can be any depth, although thick stones provide surer footing. The magnificent view from the terrace near the seat-wall takes in the sweep of the bay at Bar Harbor, Maine.



Wall was part of the old house foundation. It serve now to bound a large motor court and screen off th parked cars. Note that old window areas in wall no are filled with big boxes of summer annual flower Trees beyond are native growth, blend well with th stone, itself a native granite, lovingly chiseled i to great blocks by some unknown stonecutter an weathered by Maine winters to a richly textured gra

er stones

past, and provide permanence

en designed by Stanley Underhill, landscape architect



ooking up from the water you see this handsome assive wall made from the biggest of the blocks of one from the original house. Note the beauty built to the wall by landscape architect Stanley Underhill in the curve he has given it, in the deeply notched nts between stones, in the immense scale of all the rts. To buy stones for such a wall today would be economical; to re-use old stones is wise planning.

PHOTOGRAPHS BY MAYNARD PARKER



p steps lead up from water to main terrace in a g eful curve. Terrace provides useful living space n tainable in the original house (built in the days w gardens were just to look at). Wall actually h s back the great weight of soil filled behind it, a supplies the desired look of stability for house. W is south-facing, provides good growing con- d ns and handsome background for tall plants.

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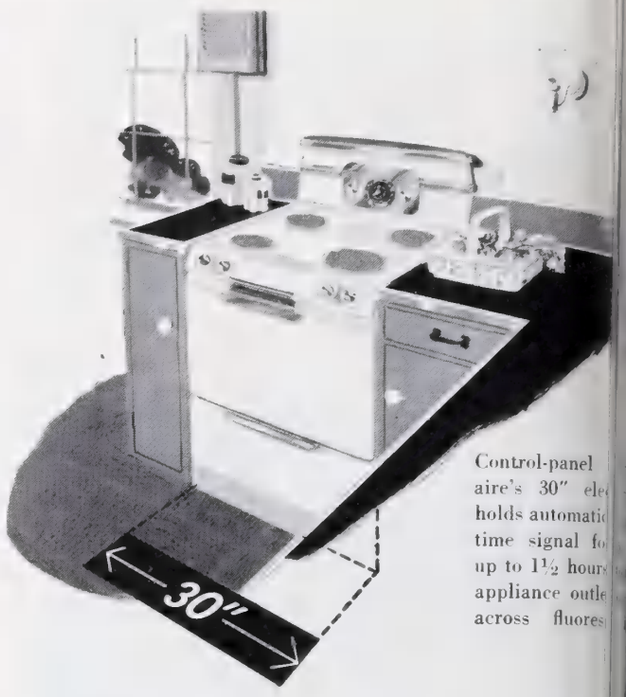
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aire's 30" ele
holds automati
time signal fo
up to 1½ hours
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across fluores

Space problems solved l

New Smaller Rang

If your kitchen has a space problem, and it probably does, small ranges, with most of the features of full-size models, may solve it. Your kitchen may be really small, as many are, because houses are shrinking, thanks to the high cost of building. Or you may want to crowd into it new work-saving appliances like a dishwasher, washer, dryer, freezer. Or you may need to add a place to eat or to build a barbecue. All this adds up to a lot of space, may crowd out the conventional 40"-wide

You can save space
have full cooking ca
the new smaller rang
from 24", 30" or 36" w
all have the standa
cooking units, unus
ovens. Many have su
features as automatic t
button controls, fluores
appliance outlets. The
on these pages are go
of the new small-dim
capacity models now on



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Even if you have only 2 lineal feet to spare, you can get a lot of stove for that small dimension. Push-button controls, for selection of 5 different cooking heats for each surface unit, automatic oven timer, two appliance outlets and fluorescent light are features of General Electric's 24" range. It also has one big storage drawer.



...and covering an entire ...ve you'd get if you were right ...e scene. The kegs are for Gloucester salt mackerel.



The two local characters peering in at the bar aren't really ...ere. Their heads were enlarged from a snapshot, their bodies ...ainted on—a salty bit of *trompe l'oeil* if ever we saw one. ...r is a collector's dream of old demijohns and grog bottles.





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No other folding door can match the quality materials and the manufacturing experience that go into the making of "Modernfold," the *original* and finest folding door. Check the extra steel in "Modernfold's" sturdy frame, the double hinge plates, both top *and* bottom, that insure smooth operation—always. Examine the covering—finest obtainable vinyl-fabric that resists fading, cracking and peeling—that washes clean with just soap and water.

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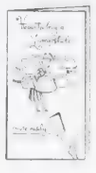
FIRST AID for LAMPS . . .



New Shades by Verplex

All's well again on the homemaking front, as new lampshades set the mood for lighter and brighter living in the season ahead. In any shape, size or color, they deserve your fond attention as decorative creations.

Save time and money. Read "HOW TO BUY A LAMPSHADE." Send 5c to cover mailing costs.



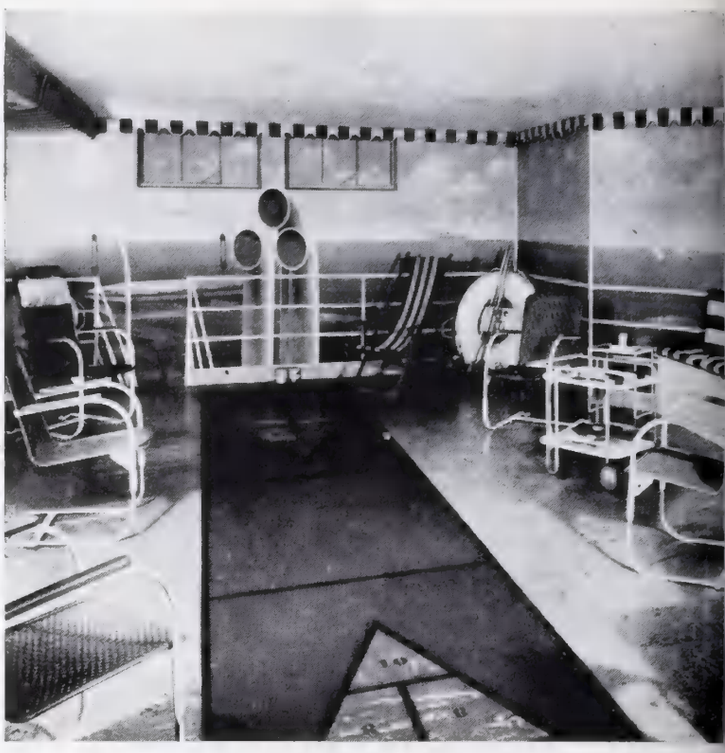
This tag is your guide to Verplex lamps and shades, available—and moderately priced—wherever finer lamps and shades are sold.

LAMPS and SHADES Verplex

THE Verplex COMPANY

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Manufacturers of Fine Lamps and Shades



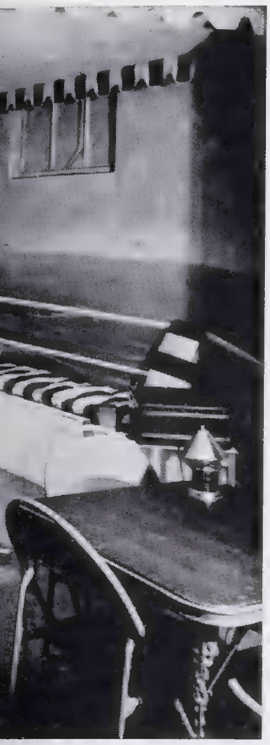
You can make summer last forever

Two salty game rooms amuse all comers, show you how to perpetuate the good-time atmosphere of a seaside vacation

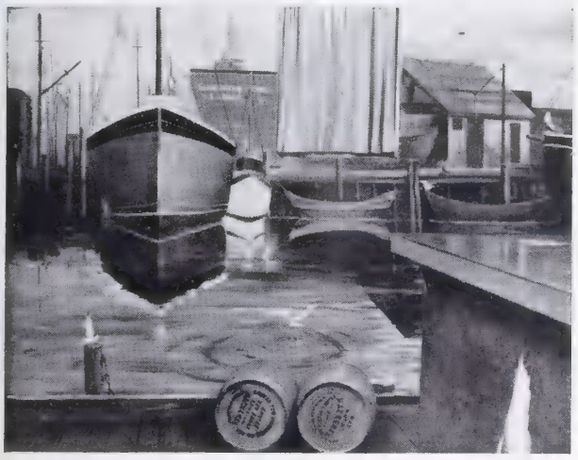
lot of space, may crowd



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• You too can be the master of your own yacht, or at least enjoy the sensation of it. This one's a permanently anchored playroom. Rails, funnels, and perennially fair weather are painted on its walls, and its asphalt tile deck, potterned for shuffleboard, take rough going. Designed by Johns-Manville.



• The Smith playroom dock overlooks Gloucester harbor, faithfully reproduced from a photograph and covering an entire wall in the same life-size perspective you'd get if you were right on the scene. The kegs are for Gloucester salt mackerel.



• The two local characters peering in at the bar aren't really there. Their heads were enlarged from a snapshot, their bodies painted on—a salty bit of *trompe l'oeil* if ever we saw one. Bar is a collector's dream of old demijohns and grog bottles.

PEG-BOARD®

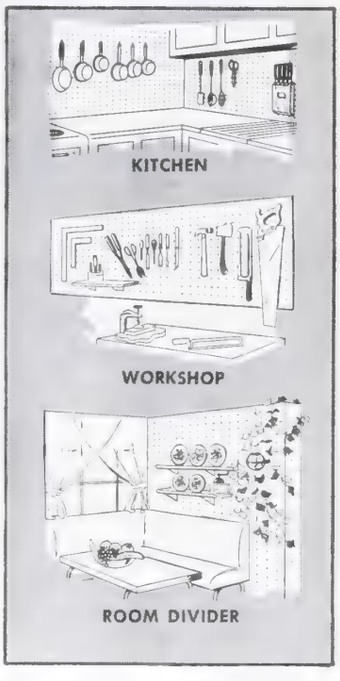
panels and fixtures give your home

WORKING WALLS

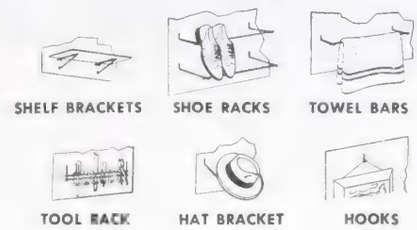


New beauty... new space-saving convenience for *every* room...from garage to living room

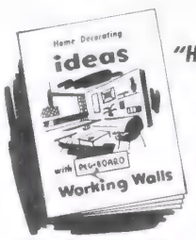
Whether you use it to keep the hundreds of odds and ends in your garage neatly arranged . . . or to add a distinctive new texture to a living room wall, you'll find "PEG-BOARD" panels the most *versatile* new material you've seen! When used with special "PEG-BOARD" hanging fixtures, these perforated panels actually *put your walls to work* . . . and look so very new and smart! There are dozens of clever ideas to spark your imagination in the booklet offered below. Mail the coupon—we'll be happy to send you the booklet.



Here are just a few of over 60 "PEG-BOARD" hanging fixtures



All fixtures are quickly interchangeable without nails, screws or tools.



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Free illustrated booklet

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Two ways to disguise a closet

A closet in the wrong place, or one that is to dinky for any good use can be almost as frustrating as having no closet at all. Here are two wa to expand the efficiency of awkward closets and turn them into decorative assets at the same tin



A clothes closet presents a problem when it opens off the living room of a small apartment. Mr. and Mrs. Warde Corley solved it with a 4-fold screen on casters which disguises bedroom door. Closet proper has sliding doors.

PHOTOGRAPHS BY MAYNARD PARKER



When screen is pulled into place there is no hint of door behind it. Living-room side is covered with green and white wallpaper used in foyer beyond, turning screen into decorative element. Square finger pull protects edge.



Originally, the only closet in this one-room apartment was the narrow affair at the right, inadequate for the wardrobe of even one adult. Space to expand it was borrowed from room, surrounded by fixed screen of Weldtex.



New walk-in closet has its own ceiling and a light. Panels at each end are hinged doors. Door at left leads through clothing sections, which has shelves and hanging rod, to original closet, now used for cleaning equipment.

PHOTOGRAPHS BY WILLIAM HOWLAND



The door at the right opens to reveal a wedge-shaped cupboard at end of newly enclosed space. This section provides badly needed storage space for linen, luggage, and miscellaneous boxes. Apartment of William J. Withers.



Idea for brighter rooms . . .

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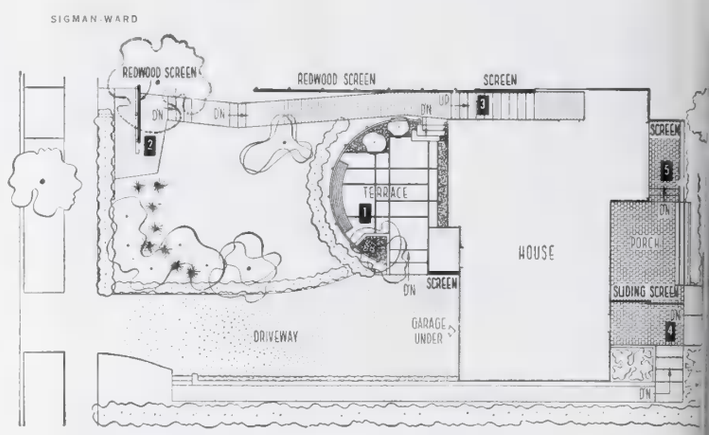
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LANDSCAPE DESIGN

This city garden gets privacy five ways

Garden designed by Eckbo, Royston and Willi
Landscape Architects



Here a modern garden was added to an old house. The terrace for ou door living had to be built in the front yard because the lot slopes steeply down from street that rear would require expensive filling. P vacy was hard to achieve because passer-by could look down in yard, and neighbors' houses were just a few feet away on each si

1

GARDEN OF MRS. FREDER



Combination of translucent screen (top left) and a bushy tree pro privacy from garage and driveway without making terrace seem cra Curve of seat and retaining wall also strengthen illusion of s Paving is brushed concrete separated by redwood strips stained b



A hedge and a free-standing redwood wall out at street-line make a baffle that keeps people from peering into terrace or down the long entrance path to the front door. Note the light for night safety. Another light is on the street side above house number.

PHOTOGRAPHS BY MAYNARD PARKER



re a screen of horizontal redwood strips is topped by one of nslucent glass, both serving to cut off view to and from near-by se as you approach the front door. Note how quickly your is attracted by the bold, inoffensive grid pattern.

(*Please turn the page*)

CONSULATE *chest*

Pictured is the six-drawer chest from our Consulate group of Directoire-Empire bedroom furniture. The amber-colored fruitwood veneers are highlighted by columns of ebony black.

At better furniture and department stores. Send 3-cent stamp to Dept. B for booklet.



UNITE' *night stand*



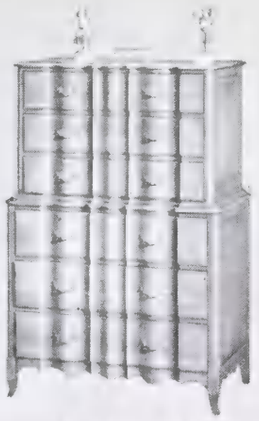
Charming night-stand with metal-grill doors from our Unité group of French Provincial furniture. The finish is of antique French walnut on fruitwood.

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Chest on Chest

Chest on chest #311 from our Provence group of French Provincial bedroom furniture. In antique walnut finish on birchwood. At leading furniture and department stores.



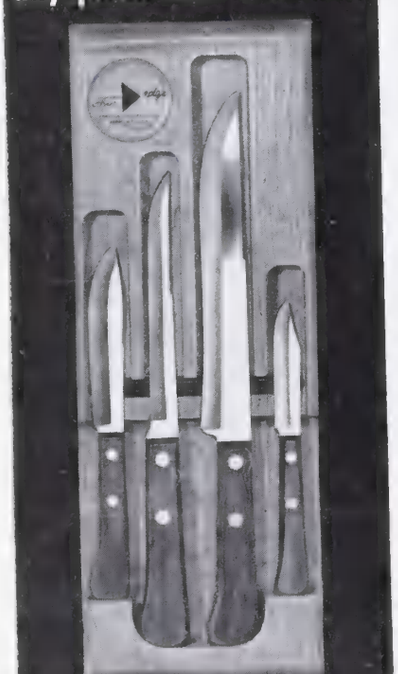
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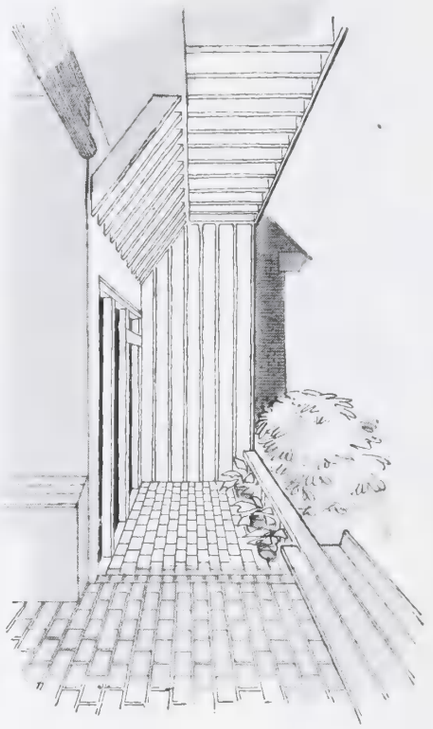
And you get this 4-pc. set in exclusive Robeson magnetic holder, keeps cutlery sharp, safe. See it, and other Robeson cutlery products at hardware, gift, department stores.

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Perry 24, New York

THIS CITY GARDEN GETS PRIVACY FIVE WAYS

CONTINUED FROM PRECEDING PAGE



SKETCH BY WILLIAM WARD

Sketch shows vertical privacy screen of translucent Cel-O-Glass which protects the brick-floored porch and living room from view of the near-by house. Photograph below was made from atop a tall ladder set on the lawn below the house to show entire screen so that you could see how it protects both floors of the house and adds its own striking design lines to make an old house look in keeping with the new way it is used for living.

PHOTOGRAPH BY MAYNARD PARKER

5



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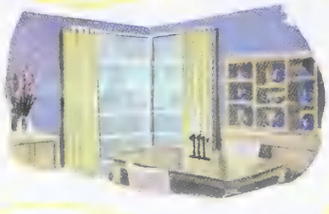
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By Julie Polshek

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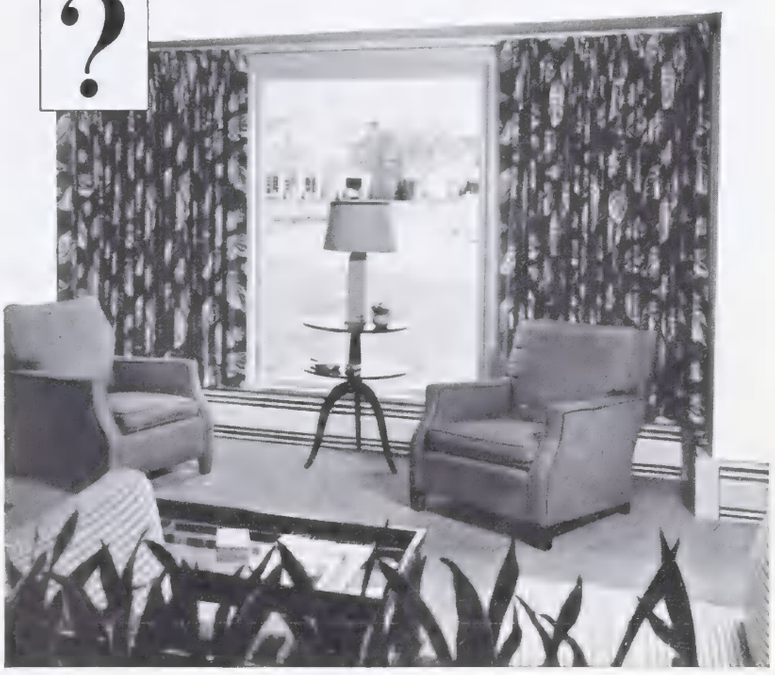




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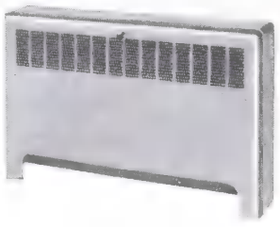


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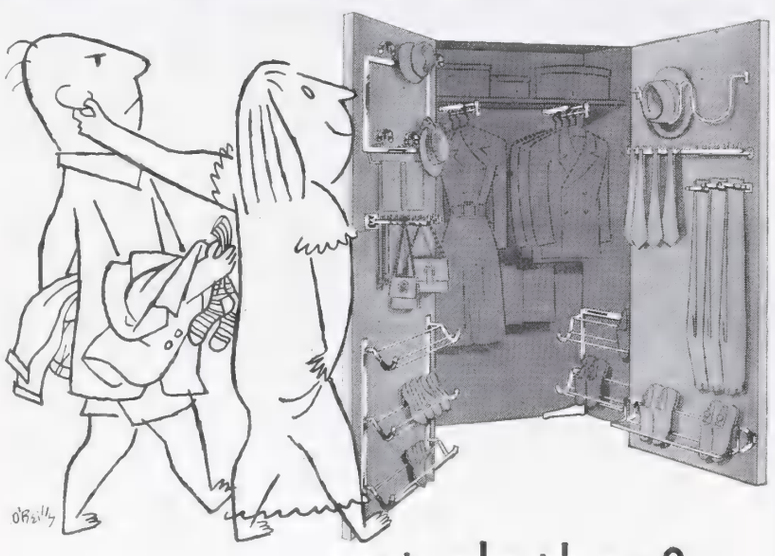
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You can assemble Kap chair in short order; is also simple. Fine-qu precision-cut, is used fo frame; it's sanded sa ready for whatever finis The fluid design affor as well as eye appe green, red, white or g cord. Lounge- or side $19.95. from Today's Box 222, Old Chelsea Sta

You can convert Adelphi's Redi-Blend flat wall enamel into semi-gloss finish for woodwork of room. Simply add ¼ Redi-Blender. With this procedure, wall and woodwork match precisely. And you're able to utilize otherwise-wasted paint left over from wall finishing. Redi-Blend is odor-free. Dries fast to smooth, scrubbable finish. 25 colors. Gal. $3.95. Redi-Blender (qt.), $1.30. Adelphia Paint Co., 8600 Dumond Ave., Ozone Park, N. Y.





Little Dandy is the ha we've seen to keep pa in tow during a paint Easily carried about brushes suspended to bristles. The cover's a tection prevents eva brush-cleaning solvent plied). The price, wit is $3.59. Rack assembl fit any 1-gallon can (li type). From E. & J. 682 Bloomfield Ave., W



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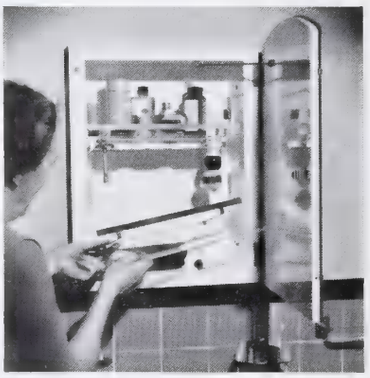
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Kirschspacers' folding arm keep traverse slides evenly hold drapery panels in spaced folds whether they tially or fully drawn. I traverse action also results the slides all move simulta One unit serves 5 pleats tional ones you join to it, apiece. 98¢ each. For any pleats, you attach 1-pleat spacers, 29¢ each. From New York, N. Y.

The coffee-maker included in this attractive Farberware service is Farber's new automatic percolator. It gives the precise timing necessary to produce a fine brew, keeps the beverage at serving temperature indefinitely. The four-piece set (10½"x16" tray) is finely made of solid brass, heavily finished in polished chrome. Costs $41.95 with 8-cup percolator; $43.95 with 10-cup size. From Hammacher Schlemmer, New York 22, N. Y.





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Utilizing closet doors for storage is one way to relieve overcrowded closets and drawers. The K-V Purse Door Rack has convenience value even if space isn't an issue. Bin accommodates several large purses, keeps them readily accessible. Guarded shelf can, of course, be used for other purposes. Hooks for 3 umbrellas or what-you-will. Metal rack fits any door. $3.50. Peters Associates, 330 North Ave., New Rochelle, N. Y.





The use of this static-re rinse on curtains made Orlon, etc., minimizes t tenance care. Freed of traction for dust, they longer, shed soil read washed, drape better, thetic-fiber lingerie an treated with Nul when loses its tendency to "ride." Rinse is guarant less to fabric, colors. $1. 1133 Broadway, New Y



The service of Norcor's tablet-arm chair fits the T-V scene like a glove. It's a folding chair developed for school and lecture-hall use; hence, designed to provide roominess and long sitting-comfort along with the table facilities. Powerful structure has tubular-steel frame (taupe finish). Self-leveling legs are rubber-capped. Natural plywood table, seat, and backrest. Two for $31.90, from Norcor Mfg. Co., 206 Lexington Ave., N. Y. C.

onary chemical. CB. is
s palm-size extinguisher.
sto fire-fighting power
onventional extinguish-
imes its size. Goes to
stant you open its turn-
ng speedily and with
oke and fumes. A Presto
's glove compartment
uable insurance. Puts
s of fires. $3.95; refills.
Art Colony, Inc., 9
Place, New York.





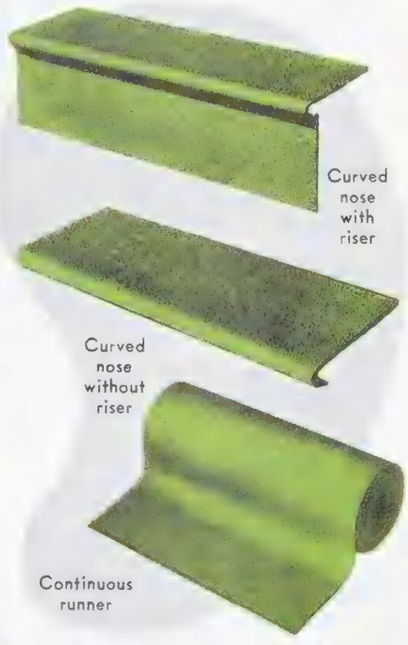
Get ACE Texto Tred

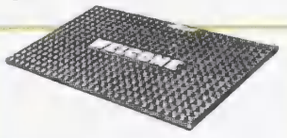
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See your heating contractor . . . he'll show you how easily you can convert to B & G *Hydro-Flo* Heating.



Plus year 'round hot water for kitchen, laundry and bath

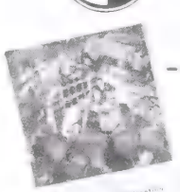
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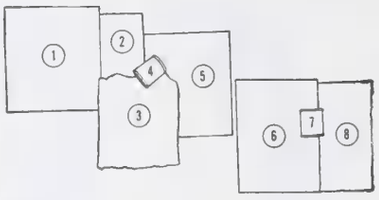
CONTINUED FROM PAGE 180

Our glittering new fabrics are putting some new words into our vocabulary—"Lurex," "Metlon," and "Reymet." These are the names of the aluminum yarns which are woven into these fabrics to give them their sparkle. "Lurex" is made by the Dobeckmun Co., "Metlon" by the Metlon Corp., and "Reymet" by Reynolds Metals.

Below, we identify the sources of the fabrics and furnishings shown in groups on pages 180-182.

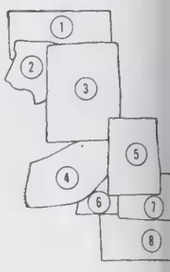
PAGE 180

Brass Group



1. "Kismet," a gilded pattern on a cotton and viscose rayon fabric, Waverly Fabrics, New York, N. Y. **2.** Striated textured fabric of mohair, cotton, and rayon, Goodall Fabrics, Inc., New York, N. Y. **3.** Sheer bouclé casement cloth, streaked with gold and silver, Golding Decorative Fabrics, New York. **4.** and **7.** Spools of "Lurex" metallic yarn, Dobeckmun Co., Cleveland, Ohio. **5.** "Homespun," washable wallpaper, Imperial Paper and Color Corp., Glens Falls, N. Y. **6.** "Hollywood Star," gold-flecked looped-wool rug, M. J. Wh ciates, Worcester, Mass. **8.** Gilt-striated chenille Schumacher & Co., New Yo

Copper Group



1. Pewter spatterdash on co paper, Brown and Brown, Sa Calif. **2.** Sari silk sheer cu "Plaintain" copper-color Eg ton, **4.** "Sunglow" copper m cotton casement cloth, **5.** matelassé, **6.** gilt-flecked rayon tweed, and **7.** go textured cotton, all by Mass Co., Philadelphia, Pa. **8.** wool rug, V'Soske, Grand Ra

PAGE 181

Bedroom (Upper

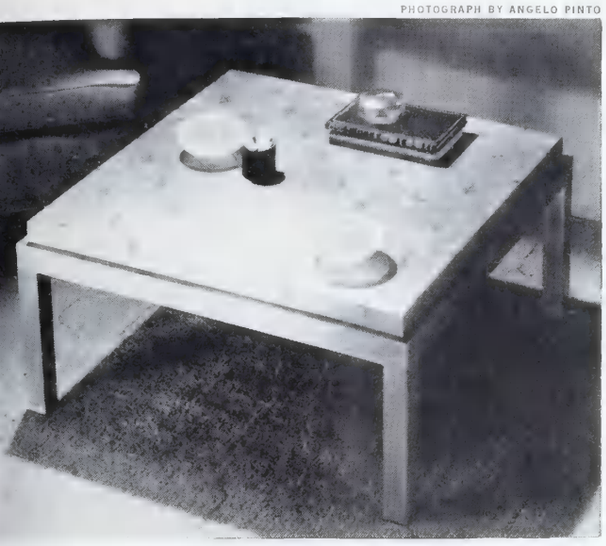
Bedspread of white silk, F. & Co., New York. **Curtc** gauze, Cheney-Greeff Co. York. **Blind** of woven chéni tallic strips, Grace Ric Studio, San Antonio, Tex. Louis W. Bowen, Inc., New **light fixture,** New Metal Chicago, Illinois.

PHOTOGRAPH BY DALE ROO



Paul McCobb combines brass, cane, and mahogany in these two chairs, gives a mahogany and ebony game table brass stretchers. Directional Showrooms. Chess set, courtesy Von Lengerke & Antoine.

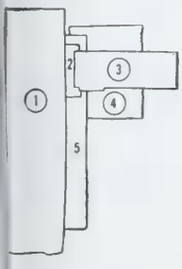
PHOTOGRAPH BY ANGELO PINTO



The richness of gold highlights the satiny sheen of silver in Elbert Jackson's elegant aluminum coffee table. Its diamond-scored surface is inlaid with small motifs worked in contrasting brass.

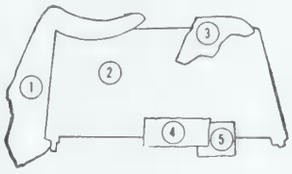
PAGE 182

Upper left



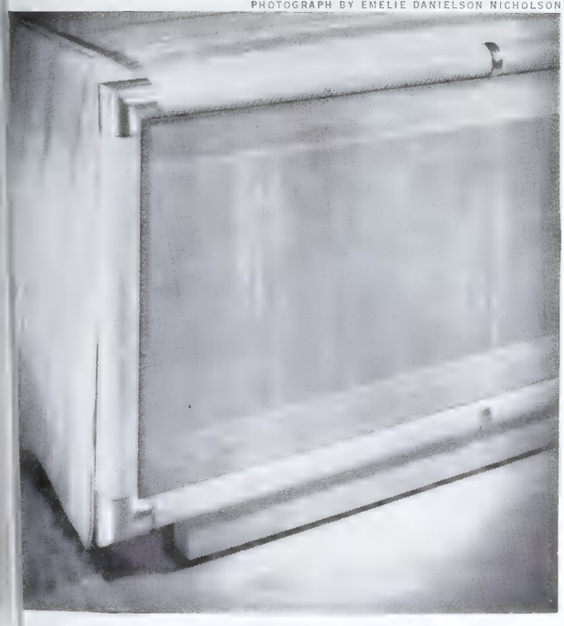
hot wool plaid, **3.** fringed gilt plaid, and **5.** bamboo r-yarn blind, all handwoven, iebes Studio, New York. **2.** nohair, designed by Dorothy Goodall Fabrics, Inc., New "Wooltuft" wool rug, Firth ., New York.

Lower rght



1. Hand-loomed drapery of silk, wool chenille and metal threads and **2.** "Flower Cart" wallpaper panel, hand-painted on dull gold, both by Robert Crowder Handweaves, Los Angeles, Calif. **3.** Gold silk curtaining and **4.** textured sheer, both Cohn-Hall-Marx Co., New York. **5.** "Woodstock" wool carpeting, F. Schumacher & Co., N.Y.C.

PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON

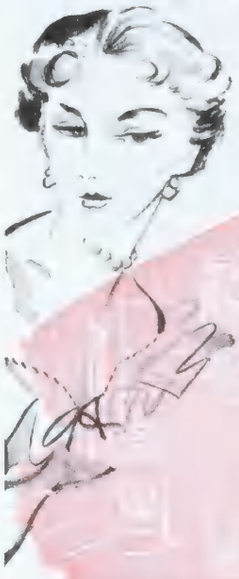


Bright bindings of brass accent the textured canework in head- and footboard of this bed by The Widdicomb Company. This sparse "spotting" with glitter is effective because of its very sparseness.

MORE *Glamour* FOR YOUR BATHROOM

WOLFF HAND PAINTED *Lacey Ledge* Deluxe

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SHELF with Towel Bar . . . 2.49*
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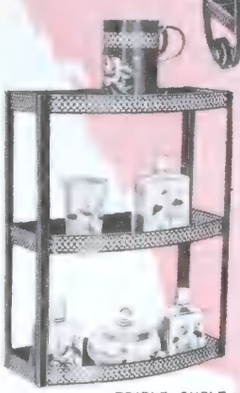


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Your Table *Always* Tells A Story About *You*

—and the Spode on your table tells your friends that you dare to be yourself; to rely on your own good taste and your own judgment of lasting beauty and fine quality. For helpful advice on selecting a pattern that is distinctively yours write for Booklet 45.

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The "Goodwill" Chair

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A decorator chair

all foam rubber



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TAKE YOUR LAWYER WITH YOU

By David Palmer Putnam

When you start negotiating to buy real estate, learn what the technical words mean but let your legal counsel be your guide

Buying real estate is a serious undertaking for anyone. For the young couple with limited funds at their disposal it is often disastrous. Naïve and totally ignorant of procedure, they may be entirely at the mercy of an unscrupulous broker—or a downright dishonest one.

When the young buyer is brought together with the prospective seller and the broker, he is handed various legal documents. He is given a pen and told to sign on the dotted line. He may check over the actual figures involved, but more often than not much of the printed matter is entirely ignored, or if read, the legal terms are totally unfamiliar to him. For this reason, the inexperienced buyer going into the market today should take a lawyer with him to assist him in completing the deal.

In an endeavor to standardize the definitions appearing in real estate transactions and make them understandable to the layman, the National Bureau of Standards has issued a glossary of the terms used in ordinary realty transfers. The most commonly used are:

Abstract of Title: A summary of all conveyances to show continuity of ownership, such as deeds or wills and legal proceedings, giving the names of parties, full descriptions of the land, and any agreements that have been made through various ownerships.

Accrual: Sums of money which have accumulated in a regularly recurring period, such as taxes.

Amortization: The scheduled payment of a fixed amount at regular intervals to cover int the mortgage and a pay the principal, and figured mortgage will be paid in the end of 10, 15, 17, 2 years.

Debenture: Virtually a sory note which is not a lien upon any of the real of the issuer and can be only by action of law.

Depreciation: Loss in v to all causes. Accrued dep is that which has taken pl ing a given period. In ap it is usually the difference the valuation at the date tion and the estimated co replacement of the propert condition.

Easement: A vested or right to use land without for a specific purpose, su utility pole line.

Equity: The interest, us pressed in money, of the a property above all lien the property.

Escheat: Reversion of to the state, usually by r lack of heirs.

Grant: A conveyance of est in real property.

Lien: A charge against erty made as security for of a debt.

Mortgagee: One who le ey on a mortgage.

Mortgagor: One who money on a mortgage.

THE COOK'S DAY IN

CONTINUED FROM PAGE 228

n out a really impressive
dishes because I don't
stop and fiddle with the
ing, plate warming, and
ding usually associated
ltime.

ng some quantity cooking
once a week (and the
is what counts) and by
our freezer and refriger-
ed with a wide variety of
o supplies, I find that I
little actual cooking to
t's time for a meal. I plan
onths at a time, shop only
each week, and cook half
week. The total time I
ding the family has been
alf.

I do it?

ll specialized procedures,
some tricks and trade
successfully cooking for
er. It's not *quite* like
ooking because it involves
ent planning, plus a few
les to do with seasoning
al method. And there are
ic pieces of equipment
it's to move smoothly.

ellent way to keep up
er stocks is to double
ou happen to be making
d freeze half. But I've
really better and more
to cook especially for
r. However, I use the
ethod when I try new
heir freezing suitability,
much less waste if only
doesn't freeze well.

all there's the amount.
l idea not to make so
ny one dish that you
it up in two months.
ike spaghetti sauce and
gh, which have many
or soups, can be made
quantity. Generally, I
ng or quadrupling most
bout right.

ecided how much, the
to arrange your cook-
r greatest efficiency. I
fferent ways, which I'll
fly, then describe.

elated or "overlap"
here a lot of cooking
o that steps like chop-
or making cream sauce
an ingredient in a
ed for more than one
en you cook the same
for instance, several
s. Here there are many
from one step that can
nother.

g a whole meal—
oup, vegetable, main course, and dessert in triple or quadruple amounts. Eat one portion as your dinner the day you do the cooking, and freeze the rest to use either in part or as a whole meal. This gives your freezer a stand-by emergency meal and variety, too.

3. Doing a lot of quick cooking and preparation. I mean things like making sandwiches, seasoning and wrapping hamburgers, making soufflé base, etc., or preparing ingredients for future cooking.

I usually rotate these three methods, doing my cooking one of the three ways every day for three weeks, and then I start over. This keeps the variety just about right.

A description of cooking chickens à la Method No. 1 should illustrate the way much of my cooking interlocks, so that the product of one pot becomes the backbone of two or three other dishes, thus making the whole operation much more efficient and productive than cooking each chicken by itself. With half an hour of preparation, plus four hours of cooking time (when I don't have to hang around the kitchen) I produce 54 servings of six different dishes. Not bad productivity, is it? Here's how it works.

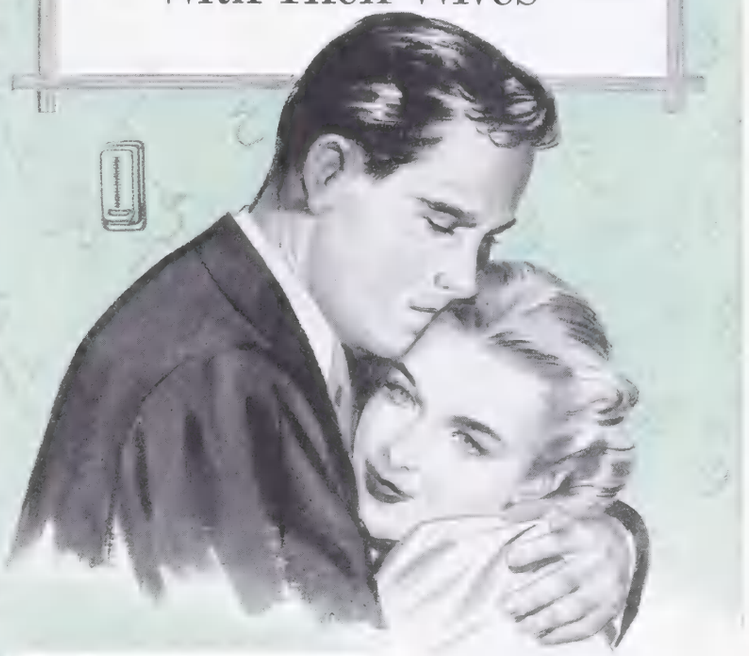
The day before I plan to do the biggest part of the cooking, I buy eight or nine chickens wherever I can find the best value. I get a fricassee hen (not for fricassee but for the soup pot and the bumper crop of rich golden fat that comes with it), four plump roasting chickens, and three or four medium-size fryers.

When I get home I start the soup and cook two of the roasters. This takes hardly any time and gives me a big jump on the cooking I'll do the next day. First of all I pull off some fat from the fricassee hen and from any of the other chickens that might have any here and there. This is carefully saved, because I use chicken fat in many ways instead of butter and to fortify the flavor of other chickens.

Then I put the whole fricassee hen in a deep pot, cover it with cold water and slowly bring it to a boil. When it is boiling I add lots of fresh parsley, an onion, some salt, three or four peppercorns, and a teaspoon of tarragon, turn it to the lowest possible simmer, cover it tightly, and cook it just as long as I can. The longer it cooks the richer the stock will be, and leaving the feet on the chicken

(*Please turn the page*)

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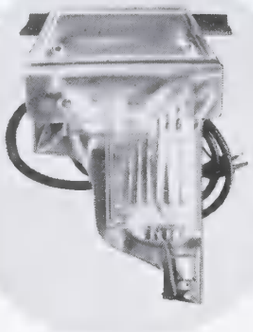
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THE COOK'S DAY IN

CONTINUED FROM PRECEDING PAGE

makes the broth almost like aspic.

At the same time, I put two of the roasters on to cook just the same way, but these come off the fire as soon as the breast and leg flesh is barely tender. These chickens will be cooled, skinned and wrapped in foil until tomorrow.

The other two roasters go on to cook the first thing the next morning headed for fricassee use. Here is the doubled chicken fricassee recipe that I use.

2 dis-jointed roasting chickens
6 cups water or light chicken broth
2 onions, peeled and quartered
2 carrots, diced
1 bay leaf
Large handful of parsley
1 teaspoon salt
4 or 5 peppercorns
6 tablespoons chicken fat (from the soup hen)
6 tablespoons flour
4 egg yolks, beaten
Juice of one lemon
Dash of nutmeg

Cut up the chickens and put them in a large kettle covered with the water or stock. When it boils, add the onions, carrots, bay leaf, parsley, salt, and peppercorns and cover the pot. Simmer gently until the chickens are tender, then remove them and turn the flame up under the stock to reduce it. When it is somewhat concentrated, clarify it (I put it through my Chemex coffee pot); melt the chicken fat and stir in the flour to make a roux. Gradually add all the chicken stock and allow the sauce to simmer for a few minutes. Add more seasoning if necessary and then gently stir in the egg yolks, taking care not to let the sauce boil after they have been added. Season with the lemon juice and nutmeg, cool and pour over the cooked pieces of chicken. Package in glass or plastic containers. The sauce can be thinned with chicken stock.

While the fricassee cooks, I take the soup and chickens that were cooked the day before from the refrigerator and skim the fat off the soup. Then I reheat it to correct the seasoning.

I carefully slice the breast meat from the two roasters and remove every shred of meat from the bones. The medium-size pieces are put aside to make Creamed Chicken and the tiny little scraps will be used in Chicken Pancake Rolls. The sliced breast meat is divided and put into several foil-wrapped packages to be used later in any recipe calling for cooked chicken.

Next I make about three cups of quite thick cream sauce, seasoned well with salt, pepper, onion powder, and a little of yesterday's strong chicken soup. I p
about a cup and a half
pancakes and use the rest,
with more of the soup and
a sauce to combine with th
pieces of chicken which
packaged in jars.

Then I start the Pancak
First, I brown some mushro
onions, (about as much as
chicken) until they are g
cool and chop them in a b
some parsley and chives,
the bits of chicken to the
and bind it all with som
cream sauce. I allow a
(using any good standar
but making it *thin*) for ea
ful of the mixture which
the middle of the pancak
they are rolled and put in
inum boxes or cartons as
they cool. Two large or th
is the average serving, s
age accordingly. I save
of the cream sauce and
down to freeze separately
on top of the pancakes wi
cheese when they are reh

I usually make chic
seroles with the fryers, u
one of four or five favorit
If they are all alike they
several small groups or
one, as the occasion de
completely prepare them
the final baking step, and
into Pyrex casseroles wh
been lined with heavy
foil has to be sort of pl
pressed into the dish,
corners left long. When
seroles are cool. I fold th
over the top and put t
works in the freezer. A
the contents have froz
the foil-wrapped packa
right out and can be p
tightly closed plastic
releasing the casserole.
I just peel off the foil
it back in the same cass

By the time I've finis
aging the broth, chick
creamed chicken, pancak
casseroles, the fricassee
to finish and cool for
Quite a collection of
cookery for one turn at
Almost every dish has c
something valuable to th
if they were tackled
this wouldn't happen an
be five times as much w

Here's the total yield.
4½ hours of work: 18
chicken casserole, 12 s
chicken fricassee, 6 o
chicken, 6 of chicken p
portions of sliced chic
chicken broth, plus an ex
of chicken cream sauce
have many different uses

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Name_____
Street_____
City_____ Zone____ State_____

hen on hand four main-
lishes, each quite different
e others, and two less im-
dishes (the soup and sliced
icken). The latter two are
use as is, or as a step or
nt for still other recipes
ade in the future.
same technique can be used
ner kinds of cooking. You
ke some beef casseroles,
up, and maybe a spaghetti
at all use some of the same
nts, or a batch of pies.

od No. 2 (cooking a whole
s less work, because it's
like preparing a regular
xcept that you're handling
e amounts and each dish
requires only a little more
erage effort—at least by
age-meal standards.
s a typical menu. (I make
ng in quadruple amounts.)

esh Mushroom Soup
w Spinach Purée
Grapefruit Sherbet

up is one of the best items
er had in our freezer. It's
t little black dress all
e supposed to have in their
s because it can appear
; it's a delicious addition
er party menu, it picks up
day sort of dinner, and it
kes a good luncheon or
ish for the children. Here
lus-four recipes.

Mushroom Soup

s fresh mushrooms
t chicken broth (I use
Chicken Noodle with the
-trained off)
er
pper to taste
ns butter
lespoon marjoram
ion, grated (with juice)
basco
Worcestershire sauce
y cream, heated
ns chopped chives
ns chopped parsley
celery salt
uce
Powder (Spice Islands)

he mushrooms and peel
if they are the large,
ety. Remove the buttons
ve. Cover the stems with
and water and season to
the salt and pepper.
0 minutes, drain and re-
n the stems and broth.
e buttons until well
n the butter, adding the
and onion. Cool and put
tems and buttons in an
lender, adding the re-
rée to the broth. Add
of the seasonings and
nding up last with the
sea-oning to taste. Cool.
lastic or glass.

Spinach Purée

In making the spinach purée I use six packages of Birds Eye frozen chopped spinach and cook it in two large pots just until the frozen blocks disintegrate, and simmer about two minutes. Then I drain and cool it, and make about 1½ cups of very thick cream sauce.

I line up the collander of spinach, the cream sauce, and a large bowl to receive the proceeds next to the electric blender and purée it all, a half a blender-containerful at a time so that it doesn't spatter. Each batch gets a large spoonful of cream sauce. When it is all blended I season it to taste with salt and pepper, nutmeg, mace, and grated lemon peel. A little scraped onion or onion powder is good too. I usually package it in 1½-pint plastic containers.

Beef Stew for the Freezer

The stew is known at our house by the unlovely name of "Freezer Stew" because it is especially designed for freezing. I found that the standard stew vegetables—carrots, potatoes, onions—became stringy and mushy after freezing so I decided to invent a recipe without them. The vegetables are then cooked fresh and added to the stew when it is served. This works very well and is very little extra trouble as most of the real work of making stew is in meat cooking.

I start with eight pounds of *lean* beef cut in inch squares. These are seared without fat on a liberally salted iron skillet. Then as they brown they are transferred to a large kettle. After all the beef is browned I add a large lump of butter to the skillet and sauté two cloves of garlic and two sliced onions in it (these for flavor only). When they are golden brown I stir in about a cup of red wine to soak up all the pan drippings, and then add everything to the meat in the kettle. I also add salt, eight peppercorns, a bay leaf, Worcestershire sauce, two sliced potatoes (for thickening), and four to six cups of diluted Campbell's Bouillon.

The stew simmers very slowly, tightly covered, for about three hours or until the meat is *barely tender*. Then it is cooled, skimmed, and the meat is removed. I purée the remaining gravy in a blender so it will not become separated in freezing, combine the meat and gravy again and package it in glass or plastic.

When it is served I reheat it in a double boiler and cook some thinly sliced carrots, onions, and potatoes to serve with it.

(*Please turn the page*)



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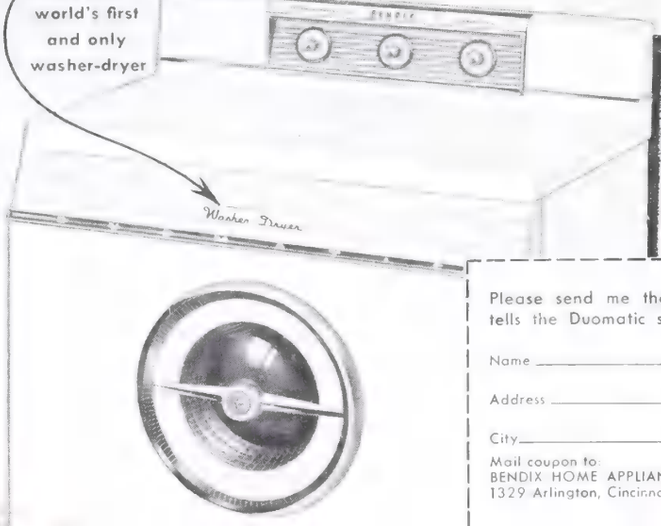
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1329 Arlington, Cincinnati 25, Ohio

THE COOK'S DAY IN

CONTINUED FROM PRECEDING PAGE

The best way to do this is to melt two tablespoons of butter in a skillet, then add the vegetables and a quarter of a cup of broth or water. As soon as it begins to steam, sprinkle the vegetables with salt and pepper and a good pinch of marjoram (fresh if possible) and cover the skillet tightly. Simmer until barely done and serve the vegetables straight from the skillet, arranged around the stew on a hot platter, and with a bottle of red wine to pass with it.

Grapefruit Sherbet

In making the sherbet I use the standard recipe for grapefruit sherbet on page 777 of Mrs. Rombauer's revised *The Joy of Cooking*, making four times the amount and using frozen grapefruit and orange juice. I also beat the sherbet very thoroughly one extra time before I put it into freezer containers.

Method No. 3 (little jobs of preparing "stand-bys" and "partially readys") is good for the morale, because many quick and simple freezer jobs are done at once, so that the yield is tremendous and the work rather easy. Most of the things are in the realm of preparation or packaging of cooking ingredients so that they are ready in the freezer for any culinary whim or creative urge that may suddenly come upon you.

For instance I freeze whipping cream (for whipping and cooking only) in regular ice cube trays, and then when the cubes are solid I take them out and put them in a plastic bag. Mushrooms are tossed into a plastic bag unpeeled, unwashed, and whole. They are thawed about 20 minutes when used and then can be easily peeled and trimmed. They are easier to handle half frozen than if they are allowed to thaw completely.

Lemon juice and concentrated soup stocks can also be frozen in ice-cube trays, and you can make little seasoning bouquets of parsley, chives, celery tops and other fresh herbs. Just wash them, tie them together and shake almost dry, and put them into plastic bags. I chop onions for future recipes and put them in little plastic lunchbox cups, and make up small containers of basic cream sauce.

If I happen to have any leftover vegetables or fish (if not I use cheese), I use some of the cream sauce combined with it in a basic soufflé mixture, complete except for the eggs. These are added at cooking time, after the base has completely thawed and come up to room temperature. It works like a charm with any soufflé recipe.

During one of these sessions I usually season and wrap individually several dozen hamburgers, make up enough sandwiches to last for several weeks of school lunches and picnics, and perhaps fix several loaves of garlic bread or some hors d'oeuvres.

While I'm working I like to have a soup simmering on the stove or perhaps a dozen or so large artichokes cooking so that I can freeze the hearts and have them all ready for any of a number of recipes that can then be made on the spur of the moment.

Sometimes I bake plain cake-mix white or golden cakes in square layers, or cake-mix cup cakes. These I freeze unfrosted as I like the way they freeze better than frosted cakes, and they can also be used all sorts of ways—with fruit and whipped cream, plain w powdered sugar and nutmeg si over the top, etc. Or of course t can be frosted when served.

In planning for a two-mo period (I usually do this when meat is used up and I have to place it) I don't sit down laboriously write out 62 or n bright and interesting menus. stead, I plan by the different k of food I want to have on h and the situations I want to pro for. It's like playing categories

Once our freezer is stocked, plan, I can keep it rotating easily by a half day of coo and a half day of shopping cluding all the supplementary produce and other perishal each week. *This is practicall the time I spend on meal ge* for meal getting has diminish mere assembling. The total am of time involved in feeding family has decreased by What's more, we have much interesting and complete meals I enjoy my weekly sessions.

Here are the situations and r I expect to provide for by Chain Cooking system:

1. The meat or main dish, of the desserts, and about the vegetables for our daily di

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east six or eight party
es and desserts, packaged
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ltry and Main Dishes

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t I want, often look-

ing through my favorite cookbooks for ideas while planning, and then telephone the order several days ahead of the day I want to pick it up. This gives the butcher a chance to vacuum-wrap and process it for me.

The order usually includes things like 5 or 10 pounds of ground beef which is wrapped at home—some seasoned and wrapped in individual patties, and the rest plain in one-pound packages to be used other ways.

I always have 3 or 4 dozen lamb chops wrapped individually so that they can be used singly for the children if necessary. Then there are likely to be two or three roasts, some steaks, stew meat, and other cuts for my cooking sessions, and the rest is made up of whatever variety I think we'll be in the mood for during the next few weeks. I sort of roughly plan on chicken about once a week, fish once a week, and meat or a prepared dish the other nights, with some entertaining menus in between.

I cook all beef, lamb chops, hamburgers, and a few other plain broiled meats frozen solid. To broil, I allow twice the usual cooking time at low heat with the rack as far away from the flame as possible. At the end of this time I season the meat if it is required, move up the rack, turn the flame high and broil as usual. Beef roasts require about twice the normal length of cooking time. At the end of the first period, season the meat and insert a meat thermometer. Lamb, pork, veal and most innards can be completely thawed with good results as they don't seem to lose as much juice in thawing as beef does. Of course some cuts of beef have to be thawed if they must be handled.

I either buy the poultry along with the meat or get it separately if I am able to go into the country or to Chinatown where the chickens and squab are very good.

2. Commercial Packs of Fruit and Vegetables

I buy six or eight packages each of broccoli, chopped spinach, baby lima beans, and tiny peas. I consider them just as good and much less trouble than the fresh for average use. Besides these, I get succotash (the children's favorite), cauliflower, a special brand of fancy string beans, and asparagus in smaller quantity. This takes care of our daily vegetables when the fresh supply runs low.

In buying fruit I allow for several packages of berries for fruit sauce, and enough other fruit to

(*Please turn the page*)



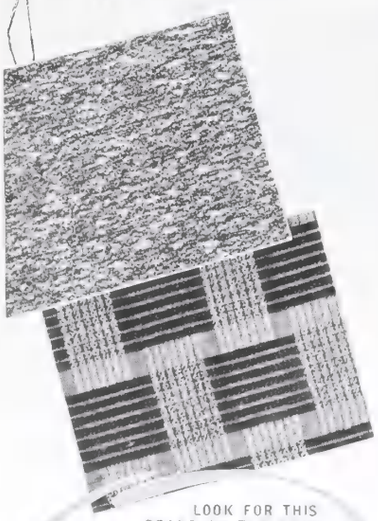


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THE COOK'S DAY IN

CONTINUED FROM PRECEDING PAGE

2. At least six or eight party main dishes and desserts, packaged in smallish containers so that the number of guests can be flexible. fruit one or more nights in the week depending on the season. pastry one night, ice cream or sherbet one night, frozen fruit one night, and canned fruit one night These last three can be varied and seasoned dozens of different ways. One night a week I like to make something special that has nothing to do with the freezer, such as chocolate soufflé or a lemon sponge. I always keep crisp cookies in the freezer to go with desserts.

3. Other Desserts, Ice Cream and Things for the Children

At this time I buy several dozen cans of juice, rolls of ice box cookies to slice and bake, several kinds of ice cream and sherbet, weenie rolls, sandwich makings, and frozen pies (unbaked). Most of these things are in the freezer section of the market or right next to it, so are easy to shop.

4. Other Items

Mostly for lunch and breakfast. Less quantity here so I can take the time to poke through the market, looking for new and interesting things in all the departments. I buy breakfast ham and sausage, Canadian bacon, waffles, crumpets and English muffins, etc. Some of the things I like to use for lunch include chipped beef, Mexican dishes, chicken tarts, sandwich steaks and split pea soup—varied purchases each time. Anything new I buy in small quantity till I know more about it.

5. Bakery Items

Usually twice during an eight-week period I go to a very good, very large bakery and buy six or eight loaves of our favorite breads (I get the more standard kinds on market day with the other perishables), muffins, rolls, biscuits, some kinds of cookies, tarts and some kinds of cakes including plain unfrosted layers to use for desserts like Trifle or with berries or fruit.

That takes care of six out of eight weekly shopping trips. The others go for unexpected replacements or special expeditions. Breaking it up this way may sound unduly complicated but not if it makes the shopping go faster and lightens the heavy load of frozen food that has to be carried home quickly. Besides, I always have to go for the fresh things once a week anyway. T thing we ever run out of i and I'm thinking seriously ing several kinds in the ga

On the day I do the s I take a little extra time the refrigerator (which is defrosted if it has to be w out) and do a few quick I put things away. I mak jar of French dressing an commercial mayonnaise we like it. I wash and dry some of the lettuce pare the rest to wait until the week. This means pu the ragged outside lea wrapping the unwashed he dish towel that has been d ice cold water and wrun dry. Then the whole b wrapped in heavy foil. It l eral days this way.

I scald the tomatoes put them away so they'll to peel and put the veget the crisper, removing any leaves and tops. I wash the and put the damp spri tightly covered mason ja refrigerator. (We also h other kinds of parsley, chi some herbs growing in two boxes.)

While this is going on cook some eggs and som fix a big compote of frui dried fruits put to soak before or fresh things I've home with me. I wash all fruits and store them in frigerator. These things d a great deal of time, ye them done helps enormou it's time to get a meal It's all part of the trick of to keep thinking ahead.

In fact, that's the bigges making a switch in you Learning to think ahead making all the habits tha product of years of cook meal planning. Stop worryi just one dinner and start ahead about six or eight, dinners for a month. Lea yourself the same quest and over, "Can I triple ruple this dish (or *purc cooking step*) and freeze ance?"

Changing the old singl point of view can mean r ing freedom and flexibilit cut wasted effort and repe the minimum, thus magni results of the time you spe

It takes a lot of getting and undoing of old habit know it's an easier way fine food in the very bus all must lead in these tim

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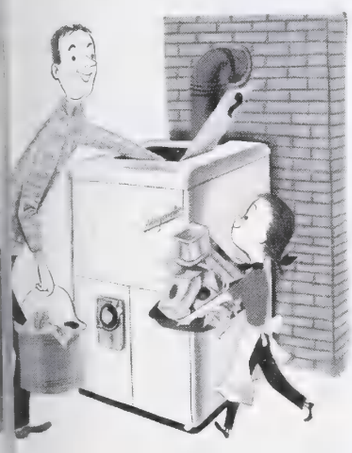
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By Charlotte Conway



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(*Please turn to page* 305)

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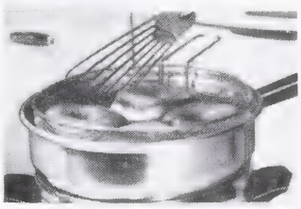


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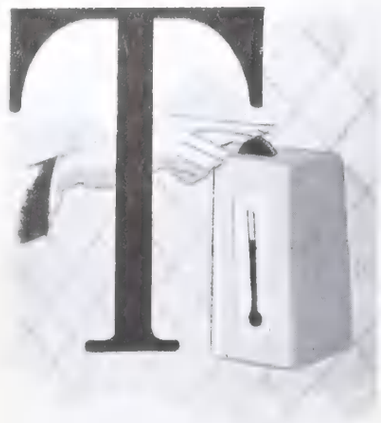
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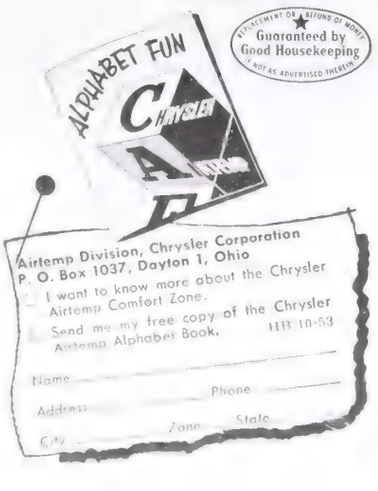
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CONTINUED FROM PAGE 195

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OKLAHOMA
Oklahoma City..*Haggard Furnit*
Tulsa.....

PENNSYLVANIA
Pittsburgh.....*Colonial Art Fu*
Pittsburgh.....*Joseph*
Philadelphia.....*Horace D.*
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Scranton.....*Kaplan Furnit*
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SOUTH CAROLINA
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THIS BEAUTIFUL RECLINING CHAIR CONTAINS

Niagara THE WORLD'S FINEST MASSAGE MECHANISM



THE DISTINCTIVE NIAGARA MASSAGE ACTION IS PRODUCED BY THREE PATENTED MOTORS

The precision-built motors of the Niagara Chair are identical to those used in the professional equipment built by Niagara for use by hospitals, clinics, athletic teams, etc.

ADJUSTABLE FROM UPRIGHT TO FULL-RECLINING POSITIONS



Buried in the deep foam-rubber cushions of this fine chair are three Niagara massage motors. Not common vibrators but exact duplicates of the precision-made motors used in world-famous Niagara professional massage equipment.

Just ease back, flip a switch, and . . . aaahhhh . . . that's it! Cares and wears of mind and body float away as a gentle action . . . like thousands of tiny fingers . . . gently strokes, kneads—reaches deep, DEEP down to every muscle and joint in your body. You'll help to stimulate poor circulation, ease nervous tension, and soothe tired, aching muscles while you read or rest.

The Niagara Chair presents no ugly proportions or misshapen contours to play havoc with room decor. . . . And, your position is always graceful and comfortable. To dismount, you simply stand—no acrobatics are necessary . . .

In Canada: Monarch Massage, Ltd., Fort Erie, Ontario



PORTABLE SET

A hand unit and mechanical "cushion" form a team for massaging any part of the body.





NIAGARA MASSAGE,
Dept. HB-10, Adamsville, Pa.

I'd like full information on Niagara Home Massage Chair and other models.

Name _____

Address _____

City _____ State _____

Sophistication with simple upkeep... Du Pont NYLON



A TOWN-HOUSE LIVING ROOM DESIGNED BY W & J SLOANE, NEW YORK, N.Y.

A new era of grace... this age of nylon when elegance becomes part of everyday living.

Take this lovely room in a city home... done in the palest hushed colors, in the most fragile-looking fabrics that ever defied city soot and hard wear! Impractical? Not with fine nylon upholstery and drapery fabrics that shed dust and sponge free of spots in seconds. Or with filmy nylon curtains that wash and need no stretching. Or with beautiful nylon carpeting—springy and deep-piled—that cleans easily and looks like new again! These are just a few of the exciting new things that are happening in Du Pont nylon. Look for them when you shop.

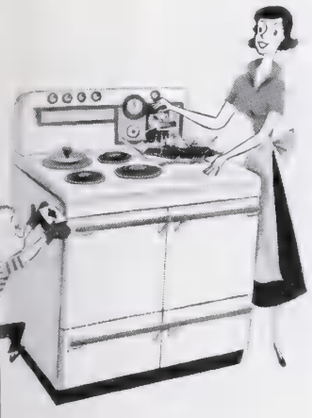
DU PONT
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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

NYLON one of Du Pont's MODERN-LIVING fibers

TAKE IT EASY, LADY!

CONTINUED FROM PAGE 301

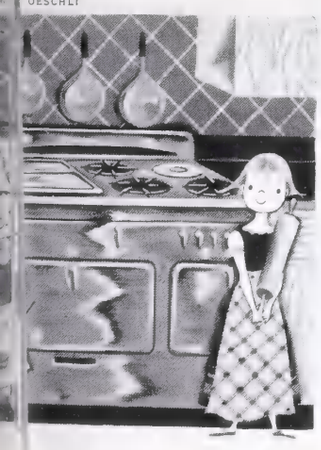


It's the waiting that wastes time in getting a meal! Wait for frozen food to thaw; wait for cake to cool so you can frost it. No waiting, though, with a new Magic Chef electric range. Built
plash is a food conditioner. Turn control one way, and
of warm air thaws frozen food about three times faster
temperature. Turn it the other, cool air cools hot cakes and
e has two large, two small surface units, automatically
, warming section, storage drawers, deep well cooker.



ly problem
uum clean-
to put it?"
note of the
"Holiday."
rectangular
it will fit
set corner
compactly.
antage—it has both side and end handles for horizontal
arrying, according to whichever is easier for you. The
aper bag has large capacity, fastens into place as quick
Because of rubber supports and a baffle, the motor is
does not interfere with conversation, radio, or TV.

OESCHLI



Want to make your kitchen truly a showpiece? Match your collection of copper pots, pans, and tea kettles with the new antique copper finish gas range made by Chambers. It's mighty hand-
inish will not change color or tarnish, needs only
arm water and any standard detergent. This is because
protected with two coats of transparent enamel, baked
perature. Take your choice of either chromium top and
are, or black porcelain enamel top and black hardware.

(*Please turn the page*)







Choose **Royally**

To love, admire and cherish as long as you both may live . . . two enchanting new patterns by Royal Doulton.

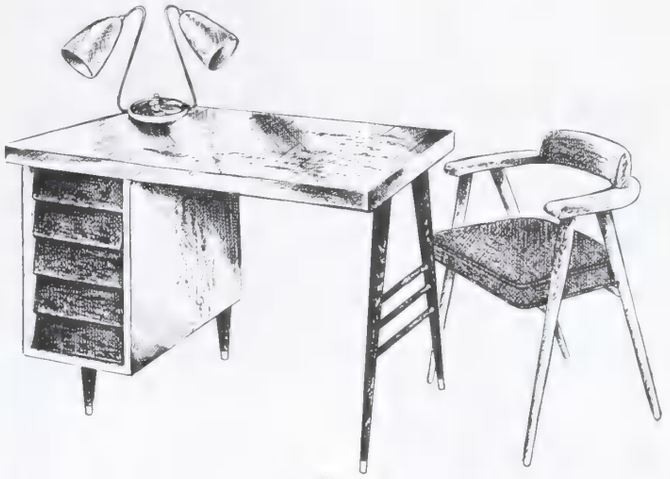
Send for illustrated china leaflet, 10¢; figurine booklet, 25¢

*Prices cover 5-pc. place setting.

Kingsmere with pure platinum trim.

Choose **Royal Doulton**

DOULTON & COMPANY, INC., Dept. F-5, 11 East 26th Street, New York 10, N. Y.



A Desk That *Belongs* Anywhere

The same functional beauty that typifies the "Springfield" line of fine occasional furniture keynotes this kneehole desk. Suitable for every room, every arrangement, it is made of solid oak and five-ply oak veneer. Lime oak finish in plain or two-tone combination. Sturdy tapered legs have brass ferrules. Three drawers with one file drawer offer lots of space.

Matching chair fits under desk, saves space. Write for name of your "Springfield" dealer.

SPRINGFIELD FURNITURE WORKS, INC.

SPRINGFIELD, OHIO

MANUFACTURERS OF OCCASIONAL FURNITURE AND DINETTE SETS

ANOTHER GENUINE *Streit* SLUMBER® CHAIR

. . . Designed for BEAUTY . . . Built for COMFORT!

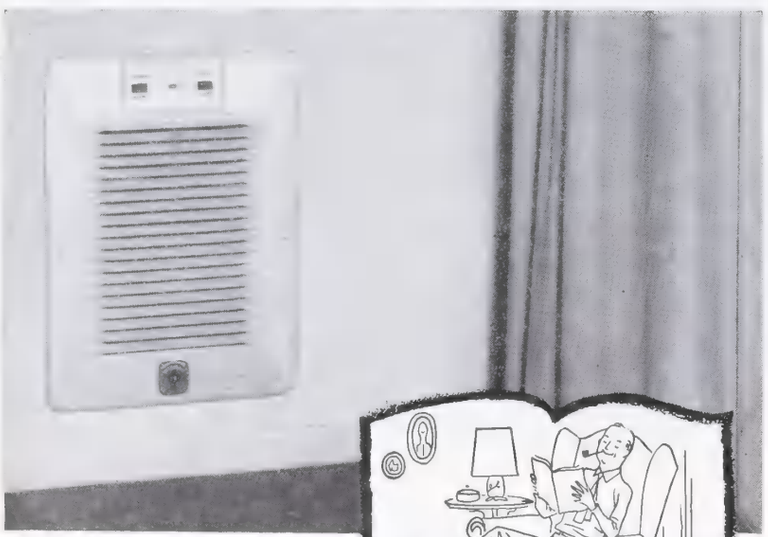




Available in more than 30 styles—traditional, provincial, and modern—and adjustable to 4 positions of comfort, the Streit Slumber Chair is the ONLY chair of its type that provides harmonious beauty plus maximum comfort. Every Slumber Chair has a matching footstool with removable top that provides storage space for sewing, books, etc. See and try the Streit Slumber Chair at your dealer's.

STREIT Mfg. Co.—SINCE 1871—Cincinnati 14, Ohio

SOLD BY FURNITURE and DEPARTMENT STORES FROM COAST-TO-COAST



Fast Temperature Control in Every Room with

THERMADOR

Electric Heating

Thermador electric wall heaters, with individually controlled thermostats, permit you to choose and maintain the temperature you want in every room. They eliminate the hot and cold spot problems of central thermostats and economize on fuel—since heat is used only where you need it.

Easy Economical Installation

Thermador heaters are ideal for new dwellings or existing structures. They eliminate flues, ducts and central heating plants, fit snugly between standard studding. The compact and attractive face panel can be painted to harmonize with any color scheme.

For speed, safety and cleanliness with economy, investigate Thermador heating before you buy.

Thermador Electrical Manufacturing Co.
5119 District Blvd., Los Angeles 22, Calif.

Please send free descriptive folder on Thermador Fan Type Wall Heaters:

Name_____

Address_____

City_____ Zone____ State_____

3-360

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



For some unk reason, many w are careless emptying lint tra automatic dryers. haps it's becaus trap usually is near the floor, s have to jackknife at it. No such trouble with the new Blackstone dryer. Lint t right on top. No bending! Dryer matches Blackstone washe ironer, all three pieces fitting into space 6′ long. Dryer has ten ture control, so is adjustable to all fabrics, including synt Timer with bell shut-off lets you damp-dry or fully dry the



Beginning to think of woolen blankets? Electric ones in particular? Don't miss the new General Electric, for something very new and important has been added. The bottom corners are shaped to fit the form of the mattress. This not only keeps the blanke anchored when you're under it, but simplifies bedmaking enorm and shortens the time it takes to do it. Blanket comes in sizes with single control, and in double sizes with either or dual controls. A number of colors are available to



All zero cold (er) and less yard wide is the erator upright f As a matter of f only 31½″ wid that's pretty Everyone surel that much sp spare in exchange for the manifold advantages of a freezer. its small size, it will hold up to 445 pounds of frozen food. there is a separate ice-cube shelf with direct contact with coils for fast freezing. Middle shelf adjusts three ways to modate bulky packages. Juice concentrates fit on door

YOUR TASTE IS BETTER THAN ITS REPUTATION

CONTINUED FROM PAGE 203

best sellers from 88 big urers, we found something e exciting and wonderful. clearly doing a good deco- b, ensembling your fur- skillfully in terms of emes and patterns.

an we tell?

e the best-selling colors terns) in any type of ma- plainly reflected in the nd patterns) you are buy- all the other materials st be combined with each ere is unity and sympathy -, wallpapers, curtains, y. The colors of best- apery patterns harmonize -selling paint colors. It at the color you are using rt of your room has a or harmonizing counter- here in the room.

tshell, you are not only well-designed things, but succeeding at a harder mbling your furnishings nd polish. You are using ctively—with taste and ling. You are handling th balance—arriving at ionships between plains ns.

you are spending your ely, for you are achiev- and pleasing combina- the elements in a room. an that, you the people g great variety, one from here is a greater variety eing used, and a wider he purchased types of erns and wallpapers. as your taste grows, re and more kinds of n understanding is com- of taste.

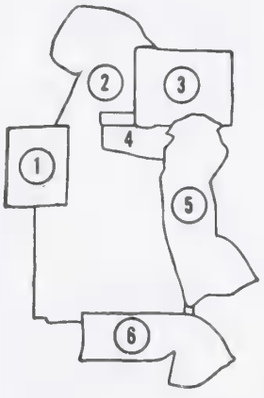
using soft colors on , reserving sharp, in- for use as accents—say in small areas. The f non-startling colors, onsequently practical, ou are decorating with and with security in dgment. Lack of self- s not forcing you into remist gestures which s livability.

clear that when peo- edom of choice, they se it well. Naturally, xperience they have edom of choice, the they become at choos- y. Each year the "best w this quite clearly.

Let the pessimists, the crape-hangers, the cynics take heed. Poor design does sell. But it does not sell as well as good design. The real winners on the cash register are the good designs.

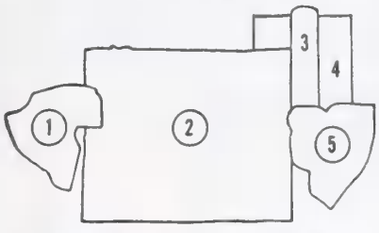
To help you identify the materials shown on pages 202 and 203, see them keyed below.

Page 202 (left)



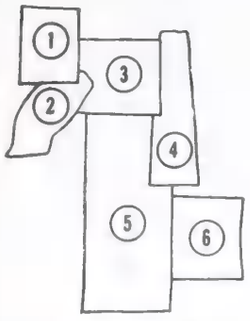
1. "Waipoint" rug, Waite Carpet Co., Oshkosh, Wis. **2.** "Cohama" fabric, "Romanesque," Cohn-Hall-Marx Co., Div. United Merchants & Mfgrs., New York. **3.** and **6.** Valcourt cloth and textured casement, Cheney-Greeff Co., Inc., New York. **4.** "Parquet Straw" wallpaper, The Birge Co., Buffalo, N.Y. **5.** Sheer organza, Kandell, Inc., N.Y.C.

Page 202 (bottom)



1. Fabric from F. Schumacher & Co., New York. **2.** and **5.** "Inside Paris" and "Peek-A-Boo" fabrics, W. B. Quaintance & Co., Inc., New York. **3.** Wallpaper, Louis W. Bowen, Inc. **4.** Rug, "Bramble," James Lees & Sons Co., Bridgeport, Pa.

Page 203 (right)



1. Wallpaper, Thomas Strahan Co., New York. **2, 3, 4** and **5.** Fabrics, Scalamandre Silks, Inc., L.I.C., New York, courtesy of Lord & Taylor, New York. **6.** Rug, "Calypso," C. H. Masland & Sons, Carlisle, Pa.







New Tables with
"GLITTER and SPARKLE"

Glass and Brass and Mahogany will add a glamorous touch to a Modern or Traditional setting. Send for folder "GT". Kittinger Company, Inc., 1883 Elmwood Avenue, Buffalo 7, New York.

Kittinger

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Exclusive Makers of Williamsburg Restoration Furniture Reproductions





Every meal becomes festive with hand-painted
RED WING DINNERWARE

CAPISTRANO—dramatic in black, copper and golden greens on a finely textured background. Unusual hollow ware offers subtle contrast with its solid-color glaze and bold basket-weave texture. Like all Red Wing ware, CAPISTRANO is remarkably resistant to wear and provides inexpensive glamour for your table at every meal. For names of stores carrying this pattern please write:



DEPT. B2
RED WING POTTERIES
RED WING, MINNESOTA

"POTTERY FROM THE LAND OF HIAWATHA"



PANTRY SHELF NEWS

By Julie Polshek

Postscript on Wetzstein's Beef Tongue Hash, brought to your attention in the September Pantry Shelf News. Just discovered, to my dismay, that although the hash is available in stores here and there, it is unfortunately no longer being produced.

Compared with King-O'Nuts pecan halves, nut meats of ordinary size look dwarfed because these are not only mammoth in size but of extraordinary flavor and quality as well. The delectable morsels undergo toasting that leaves them crisp to the bite, yet tender and rich in natural oil and flavor. They're coated with a preparation the maker calls "flour salt," infinitely tastier than the conventional salt coating; and they use a unique pressure-packing process that makes the nut meats taste as though they had been freshly shelled. I'm told it's also the reason they retain their crispness and freshness long after the can is unsealed. If your local shops don't sell them, they'll be mailed on order by Charles & Co., 340 Madison Ave., New York. The price, postpaid, of the 1-pound can is $3; of six 3½-ounce cans, $4.20.

There are plenty of fine pâtés to choose from if you're splurging for a special occasion. But a fine pâté inexpensive enough for casual use is a rare find. Which leads me to Baldinger's Truffade, an "old-fashioned pâté maison," to label of its terrine. A creation, flavored with priced at $2.50 for the one-pound mold. There pâté in the terrine for canapés. Its savor is r like *pâté de foie gras*, a enriching the chicken l pork liver. It's a liver bl in many European pâté definite flavor asset, in m opinion. Nevertheless, I been told it's foolhardy t issue of the presence of in a pâté because there who think it's an econo fuge. But let the chips they may, I think it's flavor contribution that makes received due pul Chicken fat, eggs, and m enrich Truffade's blend flavor accent, there's subtle bouquet of herbs ings. Truffade is Ame but Mr. Baldinger's su is European with a def nental flair. I should m that Truffade keeps

It can be obtained by B. Altman & Co., Fifth St., New York. (Posta cluded in price given.)

My recent report on dressing made by Fani rant paid an unexpecte prompted the Dirksens Rosa Restaurant in C

(*Please turn to pa*

's always *"open house" with GLASS!*



WS OF PITTSBURGH PLATE GLASS open your o the greater enjoyment of the outdoors ndoors, the year round. That's because Glass has a flawless, polished surface . . . clear, undistorted vision. This makes it r framing a lovely vista like the one shown . . or any favorite view. And when you window, "the window with built-in in-," or Solex heat-absorbing, glare-reduc-ss for such openings, your pleasure and are increased many fold.



RE TOPS of Pittsburgh Plate Glass help ax and really enjoy entertaining your For glass tops are the best protection you e for your fine pieces against tumbler ratches, cigarette burns. What's more, l sparkle and charm to your furniture . . . whole room a lift. And they reduce clean-. You'll be amazed, too, at how you can the appearance of a badly marred piece ture by covering it with a Pittsburgh p. Why not give *your* furniture the life-tection and smart beauty offered by glass e cost is exceptionally low.



THIS LABEL identifies products made of genuine Pittsburgh Plate Glass.

WHERE TO BUY Your department or furniture store . . . your local building supply dealer or glass distributor . . . has these and other glass items. You'll find the names of dealers carrying Pittsburgh Glass in the Yellow Pages of your phone directory under "Pittsburgh Plate Glass Products" in the "Glass" section.

FREE BOOKLET! 24 pages of ideas on the use of glass in your home. Illustrated in color. Send the coupon for your copy.

PLEASE PRINT

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Room 3292, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.
Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

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Street_____

City_____

County_____ State_____

If you live in California, Oregon or Washington, send to W. P. Fuller & Co., Room 626, 301 Mission St., San Francisco 19, Calif.

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IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

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Aristoflex Floor Tile
by Mastic Tile Corporation of America
Newburgh, New York

- easily wiped clean
- resists grease, cleansers, chemi
- needs no protective waxing
- resists scratching, scuffing
- conforms to uneven surfaces a normal floor play

Picture it! Your floors a-gleam, you a-beam... because their shining beauty lasts a lifetime with a minimum of care. For dirt can't penetrate floorings made of VINYLITE Brand Resins—just wipes off with a damp mop. Years of footsteps will not impair the natural sheen surface of these Aristoflex tiles. They're unmarred by grease, water, cleaning compounds and many chemicals. And the clear bright colors go right through.

As floorings of VINYLITE Resins stand out over all other types—so many other things, from dolls to dishdrainers, are made better through the use of these wonderful materials. Their dependable performance is of great importance to both basic industry and defense. For dependable performance in *your* purchases, always look for the VINYLITE trade-mark.

You know it's right if it

Vinylit

RESINS

TRADE MARK

BAKELITE COMPANY, *A Division of Union Carbide and Carbon Corporation* UCC 30 East 42nd Street, New York 17,

Y SHELF NEWS

UED FROM PAGE 308

e with their specialties-
e that are available by
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e restaurant's cuisine. it
dining spot worth seek-
We'll let the products
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ravagant claims," wrote
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pears and apricots. In
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a smattering of raisins.
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or bouquet.

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much like a preserve in
wonderfully true to
avor of the berry, and
enough to highlight it.
assortment, priced at
east of the Rockies)
e spiced cranberries
jar) and one jar each
of the three chut-
rapped, the sampler
a 15 cents. None too
of holiday gift lists.
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other La Casa Rosa
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l-pint bottles is $3.25
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, California.

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introduce family-size
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restaurants. One is
usable for both pan-
p-fried foods. Add
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and milk for fritter-
yland-fried chicken.
ions or anything else
can be used, too, as
edient in meat loaf
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product, Yorkshire
you cracker meal
cially processed to
ing agent that will
ase-absorption and

Here's the secret of making wonderful canapés in minutes!



These three little magic Pâtés are the treasured standbys of smart hostesses from New York to Hollywood — because there's nothing like them for instant canapés that taste like a million dollars! Made of such good things you can spread them plain . . . or for endless variety mix them with olives, bacon, nuts, relish, mushrooms . . . add sherry, brandy, butter, chives, mayonnaise . . . discover what fun it is to eat like an epicure for pennies! Stop wasting time and money on humdrum spreads and cold cuts . . . send one dollar today for generous tins of three different and delicious Sell's Pâtés . . . enough to make canapés and sandwiches for a hungry horde!

These are the simply delicious Pâtés you read about in Reader's Digest!



try them all...for only $1

SELL'S LIVER PÂTÉ . . . smooth rich liver blend . . . a truly deluxe taste.

SELL'S DEVILED HAM PÂTÉ . . . smokey ham deviled with spices...in a succulent mixture.

SELL'S MINCED CHICKEN PÂTÉ . . . Chunky bits of butter-cooked chicken blended with rich broth and heavenly seasonings. YUmmm!

New! DINNERS-FOR-TWO Ready to Heat and Unbelievably Good! Really Top Quality Dishes!

SELL'S HAM HASH	10½ oz.	3 for 1.40
SELL'S BEEF STEW	10½ oz.	3 for 1.80
SELL'S BEEF & KIDNEY	10½ oz.	3 for 1.85

or try one of each for only 1.75

SELL'S SPECIALTIES, INC.
730 Fifth Avenue, New York 19, N. Y.
Send me:
____Pâté Ass'ts. *(3 tins)* at $1.00 $____
____Ham Hash at 3 *for* $1.40 $____
____Beef Stew at 3 *for* $1.80 $____
____Beef & Kidney at 3 *for* $1.85 $____
____*(1 each Ham Hash, Beef Stew, Beef & Kidney)* at $1.75 $____
____Check ____Money Order enclosed.
Name_____
Address_____
City_____Zone____State_____
My food dealer is_____

remain intact during frying and subsequent handling of the breaded food. Dried whole eggs and milk are blended with the flours to enrich the flavor and fried color of the breading. It's pre-seasoned and fortified also with monosodium glutamate to accent the natural flavor of the food you bread.

If your local grocers haven't yet stocked Batter Mix and Yorkshire Breader, you can order them by mail from Fry Krisp Company, Jackson, Michigan. The postpaid price for 6 packages of either one or 3 of each is $1.80.

Another pair of products used by restaurants and now available for home kitchens are Nu-Way's Savoil and Spud-Nu. Savoil keeps frying oils and shortenings fresh and clear for a prolonged period by retarding their oxidation. Oxidation causes them to develop rancidity, a stale taste, and cloudiness. Savoil's use also solves the problem of food-flavor absorption by the frying agent; so effective on that score that if fish and potatoes simultaneously occupy a fryer, there's no transference of one food's flavor to the other. And you'll find that grease-absorption by the food is virtually nil. A teaspoon of Savoil services five pounds of shortening. You add it before each fryer use.

Spud-Nu combats the oxidation that causes potatoes as well as other vegetables and fruits to discolor and lose freshness when they're peeled and cut. True, french-fry cuts can be water-immersed to retard this oxidation but then the water soaked up plays havoc with frying oil as well as frying speed and success. With Spud-Nu, you simply dunk the potatoes briefly in a water dilution of the powdered anti-oxidant. They go into the fryer in a dry state that permits them to fry to crisp perfection speedily and leaves frying agent free of water-contamination. It's pertinent to add that both the products are tasteless and leave natural flavor of food unaltered. They are not yet available in stores, but can be obtained meanwhile from Nu-Way Foods, 760 Edgewood Ave., N.E., Atlanta, Ga. A 2-ounce bottle of Savoil and 4 ounces of Spud-Nu cost $1, postpaid.

California Almond Growers Exchange, which produce Blue Diamond nuts, should do more to let the public know about two time-saving almond products they have on the market. Seems almost no one is aware that blanched and

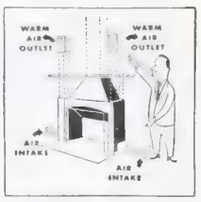
(*Please turn to page* 319)

Don't Build a FIREPLACE that Wastes Heat!



Ordinary fireplaces waste most of the heat up the chimney! Put this heat to work—build your fireplace around the Heatilator Fireplace unit. Unit draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms. You'll enjoy the cheer of an open fire *plus* cozy warmth in every corner of the room with a Heatilator unit.

Will Not Smoke. It's a scientifically designed, complete fireplace form. Assures correct construction and eliminates common causes of smoking.



Adds Little to Cost . . . The Heatilator unit provides all the vital parts...saves the cost of a separate damper, requires less firebrick and masonry...adds little to the cost of the completed fireplace.

Ideal for Summer Camps . . . Architects and builders agree! A Heatilator Fireplace makes camps and summer cottages usable on cold winter weekends, and for weeks longer in Spring and Fall. Ideal for basement game rooms, too.



Proved by 26 Years Use . . . Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. At leading building material dealers everywhere.

HEATILATOR® FIREPLACE

HEATILATOR, INC.
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Syracuse 5, N. Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.



Name .....
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Quality *long honored... constantly maintained*

Organdy by DEFIANCE "HEBERLEIN PROCESS" THE truly permanent ORGANDY FINISH

Continuous chemical experimentation and fabric research are Defiance's formula for setting the pace in the fabric finishing field; while painstaking care and quality control are the daily safeguards of Defiance's high standards of excellence.

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Letter to the Edito

Last April, in an article titled, "The Threat to the N America," we tried to expose a new Cult of Austerity, Bauhaus-International Style. We discussed its Cubist-fi tion, its irrationality, its dogmatism, its fantastic p licity. We said it could lead to a cultural dictatorship eventually to a totalitarian state, if its block-house ar tecture and design for subsistence living were to prev Here is a letter to the Editor on this subject.

For our Editor's reply, please turn to page 230 read the article titled, "Does Design have Social Sig cance?" We consider this question the crux of everyth

For Frank Lloyd Wright's reply to the letter bel turn to pages 316-317.

Miss Elizabeth Gordon, Editor
House Beautiful Magazine
572 Madison Avenue
New York 22, N. Y.

Dear Miss Gordon:

In view of the articles in your April and ensuing issues re ing American architecture, the undersigned wish to state

1) We disagree with the implication contained in the ar on architecture that the work of the architects and a criticized is either "subversive," preparing our minds for t tarianism, or in any way is intended to undermine Ame freedom. The motives and sincerity of the architects and in question, we feel, are above reproach.

2) We strongly protest any evaluation of art works on political criteria. We believe that a free art has roo all means of expression, that every artist has the right to e his art in his own way, within the bounds of public healt safety.

3) Recognizing the healthy condition of American a nevertheless welcome and place great value on the contrib to art and architecture by other countries. We therefore deeply the attack on European art and architecture of th half century. The implication that all "good" art has its in America and all that is European is subversive, pe or sick, is misleading and untrue.

4) We recognize your right to criticize art in any means of expression: but the right of criticism carries the responsibility of being fair and reasonable. The q ing of political motives, and therefore the sincerity of the tects in question, does not provide a valid argument f point of view, nor does slander by innuendo constitute or reasonableness.

Very truly yours,

JOHN CARDEN CAMPBELL
WORLEY K. WONG, A.I.A.
JOHN W. STALEY, JR., A.S.L.A.
THEODORE OSMUNDSON, JR., A.S.L.A.
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H. L. VAUGHAN, A.S.
HENRY HILL, A.I.A.
ALBERT SIGAL

DESIGN HAVE SOCIAL SIGNIFICANCE?

CONTINUED FROM PAGE 230

because we feel that
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is a great American

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another. (By "Inter-
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architectural design
been internationally
influential—such as
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of Japanese structure,
rk of Frank Lloyd
am referring to the
recise definition of
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us and Mies practice
in the U.S. Bau-
ure design has a
: sterile, cold, thin,
ble.

If the International Style and the Bauhaus were solely a matter of taste and esthetics, we should never have spoken up so strongly about it. If we didn't believe it is literally a matter of cultural—and social—life and death, we should have continued to meet it with silence, trusting that, ignored, it would disappear.

We don't believe the International Style is simply a matter of taste, any more than we believe that Nazism or Communism are matters of taste, matters of opinion, as between two political parties running for election. We say: vote either the Nazi or Communist party into office and it is your last election for a long time. Similarly, choose a way of life whose architecture is the International Style and whose philosophy of living is the Bauhaus and you subject yourself to something far beyond a casual change in home fashions.

WHY do we speak strongly? Because in all honesty we feel that a profound choice faces us today. Either we choose the architecture that will encourage the development of individualism or we choose the architecture and design of collectivism and totalitarian control. We believe that the International Style is the style of the latter: that, whether some of the people who practice it know it or not, want it or not, it is the Procrustean bed of collectivism, conditioning people for total control.

How did we arrive at this?

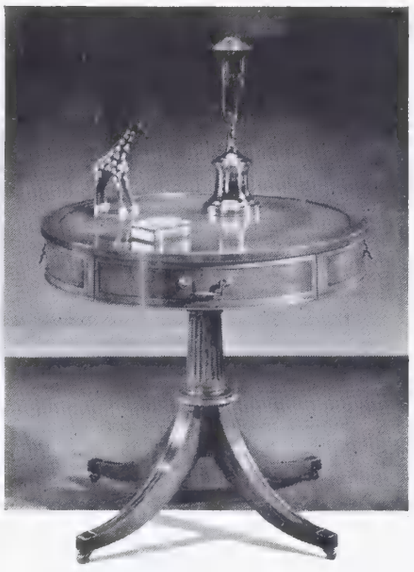
In many ways: It is in the writing of the publicists of the International Style. It is in the reports of their congresses. It is in the social consequences of their work. It is in the personal record of some of their leaders. It is part of the confused spirit of our times, part of the revolt against reason and science, the appeal to monumentality and mysticism, the cult of the leader. Here is its attractiveness and, therefore, its danger.

America and the Western world, if not the whole world, is at a fateful fork in the road. Either we continue to go forward to a new humanism in our political and social life, progress toward a new and revived emphasis on human values, or we move toward a sterile, abstract, almost geometric, stylization that would end the rich promise of contemporary life.

This same crisis is occurring in

(*Please turn the page*)

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DOES DESIGN HAVE SOCIAL SIGNIFICANCE?

CONTINUED FROM PRECEDING PAGE

art and in design, no less than in social and political affairs. You know what has been happening in art. Its relationship to architectural design is striking. There is a school of modern art that prides itself on having eliminated all human content and emotion from its work. One of its members has suddenly discovered that paint can drip as well as flow—so he now drips oil paint from a can on immense canvases, cuts them up into strips and exhibits them at the New York Museum of Modern Art.

The reaction to this has been long coming, but it is here at last. In a statement signed by dozens of our finest artists, among whom are Aaron Bohrod, Fiene, Gropper, Karl Knaths, Kroll, Kuniyoshi, Varnum Poor, Karl Zerbe and others, there is an appeal for a return to humanism in art, for a reaffirmation of the view that "art is for man." It appeared in a new art review, *Reality*, published and paid for by the artists themselves who could find no forum elsewhere for their beliefs.

We say, even more strongly, that *architecture—all design for the home—is for man* and should be judged accordingly. We say it is time to put an end to the mystical and ritualistic jargon that accompanies the International Style, which is as devoid of human content as painter Jackson Pollock's oil-can drippings.

We say the choice is before us: Do we want the richness of individual variety or do we want the monotony and boredom of a cliché-ridden style?

We say further that the challenge of our time is individualism versus totalitarianism—democracy or dictatorship—and that this struggle is on many fronts. Our front, yours and ours, happens to be the home front.

We do not believe that the only danger to American or Western civilization comes from abroad—from Russia or from Germany. If this were true, we should know exactly where to look for it and how to meet it.

Actually the struggle is here among us. It is in the mind of each of us where the battle between reason and anti-reason is being fought; between our desire for freedom and our shaken confidence in a free economy; between our admiration for technol multitudes of benefits of becoming standard humanized.

It is a time of profou crisis and a time of as well as true, both of times use the same la individual is under many sides: political cultural and commerci pressures and pseudo losophies.

There is more tha front involved, but BEAUTIFUL are invo home front. Your con concern is with the h sign of architecture, furnishings, and espe sign for living.

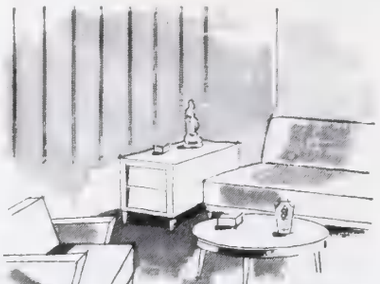
There is really not ous or farfetched abo that architecture has ficance. We have alre this in connection w Ages. It's just as tr architect who had Soviet Eastern Eur visited Le Corbusier apartment house. "I of Europe had been buildings like this," "Hitler could have rope for a thousand

The International ideal form of ar would-be dictators. physical structure fo It masses families to buildings so that strategically placed, could check on all conduct classes of doctrination.

It has a uniform, that of a regiment o so standardized from apartment that it t ardize the people wi lectivizes living tha would eliminate a pendence or a desire like and it acts like ing. It could easily sound—the sound o piped into each roo

Its so-called arch future is no more ture of the beehive; of human beings i order.

Inside each apart duced to its barest fice is urged in the er "spirituality." O gigantic monume symbols of power,' International Stylis would impress one insignificance and to the collective n



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House Beautiful are not
our concern about the
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architect and critic
Zevi has come to the
sions about it. In a
Towards an Organic
re, Zevi contrasts
den or Broadacre City
rbusier's much-publi-
cized vertical skyscraper city.

"Le Corbusier," he writes, "proposes bringing the country into the town by means of enormous skyscrapers. Wright brings the town into the country, and he does this with the consistency of one who has always taken as his unit of scale the individual man.

"Le Corbusier's idea . . . rather suggests a flight of fancy, and one wonders what race of men would emerge from his city entirely consisting of very tall buildings with wide expanses between them. Wright's solution is human: man lives on the earth—let him return to living on the earth.

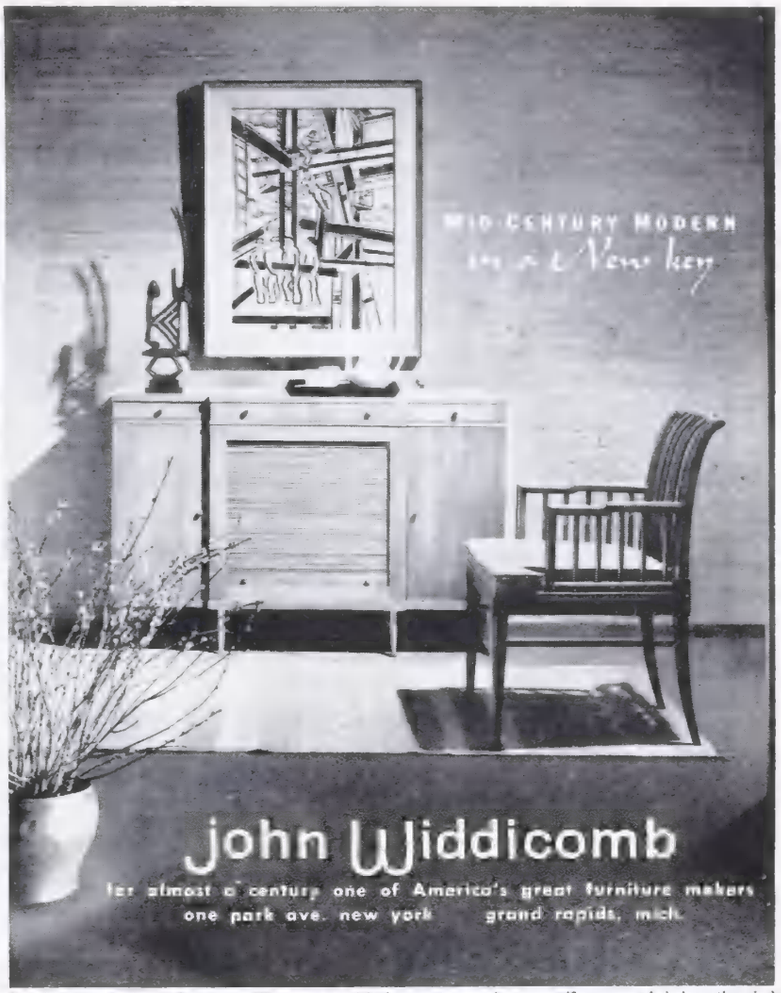
"Modern technique [in Wright's work] is not exploited in diabolical elevators which swallow and eject streams of people going to shut themselves up in the different cells of a skyscraper: it is exploited to provide a means of transport which, in a country like the U.S., already allows the farmer and the middle-class townsman to live in the country without giving up their social activities.

"It was a brilliant idea of Le Corbusier's to provide terrace-gardens for all the apartments in his skyscrapers, but there is something profoundly unnatural in it. In Wright's city, which expands the centers of population, the distinction between town and country is not obliterated by an irrational expansion . . . but by a method which is rational and elastic at the same time. Whether we agree with the scheme or not, one can very well imagine that life would be lived better under such conditions.

"In the [Le Corbusier, International Style] skyscraper system a minimum space must be decided on for every individual and for every family. As the family increases, it leaves apartment X for apartment x plus 1: in this reduction of life to a plan," Zevi concludes, "there is something immoral and extremely inorganic; *it has an odour of dictatorship.* But in Broadacre City there is space and the possibility of expansion for man and family."

WE TOO have found that Le Corbusier's International Style has an odour of dictatorship. Having so concluded, we felt it was our responsibility to say so, and we did just that, last April. Whether they know it or not, or want it or not, the International Style school of design, if successful, will end in imposing a design for living that we associate with totalitarianism. Architecture, then, goes far beyond a question of esthetic taste.

(Please turn to page 318)



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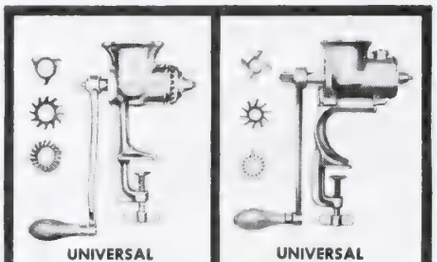
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You know the man by his building. Every building l some measure partakes of the innate grace or disg the character of the man who caused it to be as it is.

Almost all modern architecture as well as modern a this moment of time, eloquently deficient in this appre Modern art and architecture, because they have becom tive, are not only barren and undemocratic but are sequence, to some degree, degenerate when our facilit riches require regeneration.

Vacuity is being made an esthetic ritual. Divorceme common sense is being glorified. "Uncomfortism" i made virtue. The cult of the façade is being sold by group of esthetic fanciers. But we the people are aw to see that something is left out. The people are left want no cults, no authorities, no divinity beyond truth

Building without mastery over construction is sh sense.

Rhyme without reason is not poetry.

Any so-called Style which is a mere formula is the grace of individual quality: therefore soon, or stale. As a style for democracy—a calamity!

Has our country not seen enough of stale styles?

"Internationalism" is necessarily mass. Massolog acteristic style could not know individuality. Any s could only be one for the mass-man. Any set style only a mass-style for the mass-man. It could only b ideal of democracy.

There is no true social unit of any faith without c istic building as the basis of its culture. Therefore ing for democracy (faith in the individual) can nev same as for massology—the "mass-man."

Massology is anarchy, monarchy, fascism, or com

Written in response to a joint letter from 30 architects and designers of the San Francisco Bay area to Elizabeth Gordon, the Editor of House Beautiful, disagreeing that architecture has no social or political significance

By FRANK LLOYD WRIGHT

ll forms of totalitarianism. So the practice of building in a mocracy could never be that of building for totalitarianism. Each ideology does (or should have) its own natural architture, expressing its own character in appropriate terms. nsciously or unconsciously each ideology will eventually so, although, meantime, the people who do the choosing y not be aware of the significance of their choice. Left to te without knowledge, it is amusing to witness the one ology take the architecture natural to the other. Communm, for instance, now prefers the decadent architecture of narchy. Democracy is attracted to the architecture of cism, etc., etc. And we have seen an old town's civilization uced to a rubbish heap by a conscienceless architect.

Beyond all other arts the basic art of architecture is either -social or anti-social. Every building erected is either antiial or pro-social by way of sponsor or author.

o any esthetic not based upon a sound philosophy (the h of the nature of the thing) is like a rudder without a). Any such esthete, as architect, would be and is a greater nace to society than any gangster, boodler, or gunman ld ever be. Flesh and blood can be wiped out. The buildseldom may be. Unfortunately it becomes sacrosanct as perty." The building outlives its executioner.

warning! Without *individuality* architecture too soon lens into static, frozen forms and becomes a Style. When way of life thus hardens into a frozen thing, there is the of democracy.

herefore a free architecture, one not classic or primarily ng at monumentality or determined to be "international." one remaining as individual as may be, is the true architre for us in America. Dangerous as this freedom may . its value to our structure as a democracy so far ouths any evil consequences that it must be encouraged rotected by our society, if not by our government.

uality is always a hazard in the making. But no sure thing y other level can take the place of true architecture in ulture of a free society.

Fancher's BUCKINGHAM



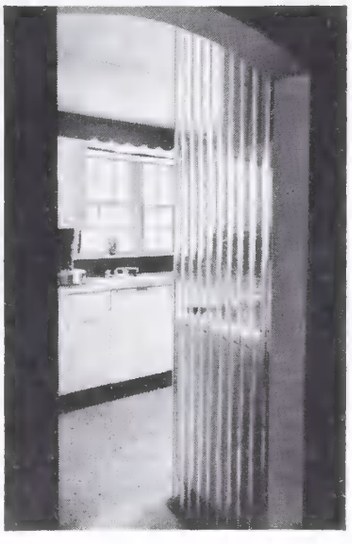
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DOES DESIGN HAVE SOCIAL SIGNIFICANCE?

CONTINUED FROM PAGE 315

Eventually, the decision of what road we should take—towards humanism or a collective order—is up to all of us. And it is certainly up to all of us in the world of publishing to see that it is an *informed* decision. I believe we can rest our case on common sense, on the informed, common sense of the average man. An *informed* individualism is still the best hope for America and the rest of the world.

A NEW LOOK IN FURNITURE

CONTINUED FROM PAGE 194

It is well worth noting the materials and sources of the new, rich look now entering our homes. All furniture on the cover and pages 190 through 194 are from Baker Furniture, Inc., Grand Rapids, Mich. All backgrounds designed by Michael Taylor of Taylor & Mihailoff, San Francisco, Calif.

Cover

Mosaic top of coffee table by Helen Bruton. **Fabric,** hand-woven Italian linen, Dorothy Liebes Studio, New York. **Lamp base** is an antique Siamese oil-carrying jar. Paper backing in shoji screens, Kneedler-Fauchere, San Francisco, Calif.

Page 190

Formica top of server, The Formica Co., Cincinnati, Ohio. **Flatware,** L. H. Krusi, San Francisco, Calif. **Fabrics,** Dorothy Liebes Studio, New York.

Page 191

Fabric on chairs, "Tibet," Boris Kroll Fabrics, Inc., New York. **Rug,** Spinning Wheel Rugs, Inc., Div. Michaelian & Kohlberg, Inc., New York. **Flatware** and **lantern** over table, of pewter and kappa shell, L. H. Krusi, San Francisco, Calif. **Lacquer dishes and bowls,** United Enterprises, San Francisco, Calif.

Page 192

Carpet, "Midway," F. Schumacher & Co., New York. **Lamp,** pewter and kappa shell, L. H. Krusi, San Francisco.

Page 193

Rug, Edward Fields Co., Inc., New York. **Box** on coffee table, kappa shell, L. H. Krusi, San Francisco, Calif. **Fabrics,** Dorothy Liebes Studio, New York. **Television set,** Raytheon Mfg. Co., Waltham, Mass. **Matting on floor,** Japanese "Tatami" United Enterprises, San Francisco, Calif.

Page 194

Door pulls on sliding partition, United Enterprises, San Francisco, Calif. **Wood flooring,** stained black, E. L. Bruce Co., Inc., Memphis, Tenn. **Rug,** Edward Fields Co., Inc., New York.



What I learned from a neighbor who broke a leg

In the hospital, Joe read up on Dutch bulbs, and I put a border along the fence. While I planted, we got to talking home improvements, and he said, "After busting this leg putting up storm windows, I'm ordering Burrowes Combinations."

"Hm! Wonder if I can afford 'em," I said. But after thinking it over, I called the Burrowes man myself. It was really my wife who got me to sign up, when she saw how we'd *save* money with permanently installed, lifetime aluminum Burrowes Windows.

And was she right. We've cut down fuel bills, doctor bills—and cut out that back-breaking drudgery I used to have twice a year with heavy, old-fashioned storm windows.

Now, we slide storm sash into place any time—in minutes, from inside the house. They're so light they slip out easily for washing, too.

Maybe you ought to send for the free folder on Burrowes all-aluminum Windows—or call in the Burrowes man, like I did.

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BOOKS FOR GARDENE

Toward Solving Prob

Techniques evolving out chemicals may be more than helpful to the garde first thing he needs to lear there is no substitute for g soil containing plenty of matter. After that, the products will help him no plants, control their grow them free from diseases a and eliminate weeds.

Dr. P. P. Pirone's *Gardening*" (Simon & 384 pp., $3.50) after giv planting fundamentals, long lists of chemicals fo uses, with their formula the name and address of ufacturer. The book concl 500 questions and an garden practices.

In *"The Gardener's Shooter"* (Sheridan Hous $3.50) Victor H. Ries a by emphasizing the soi tance. His aim is to giv dener the proper start, him to diagnose and c troubles. An alphabetic garden plants gives sol the principal problems

Lone Experimenter

Soil Development. E Faulkner. University of Press. 232 pp. $3.

Success on a single f is by no means a typ scant reason for proc cure-all for worn-out so thor guesses at chemic and needs, refusing to analysis made. Much says about organic ma soil is true, but he see of soil research in re Despite his occasional story is rambling, vague, sometimes contr

Food and Tempera

Nutrition and Climati H. Mitchell & Marjo Charles C. Thomas, Sp 234 pp. $6.75.

One aspect of clima the adjustment of ma his needs as they are constant extremes of and altitude. Reports thousand experiments many of which, when may be of vital signifi ians and army personn cold climates, on m in airplanes.

PANTRY SHELF NEWS

CONTINUED FROM PAGE 311

onds are available and
ss into cake or cooky
to use as a garnish.
created for commercial
ere time-saving conven-
n money savings. Al-
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ns. the convenience of
dy-to-use almonds on
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nd variety is buttered
almonds in coarsely-
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for is "Buttered Al-
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nite of salting in this
or asset when the bits
canapé or sandwich
glamorize vegetables
to top sundaes. Diced
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livered type, in like
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ew York, N. Y.

ect of homemade sun-
alay Coconut Syrup
tinent follow-up. The
ssert topping contains
s cream and the sugar
eten it. Far thicker
e implies and so rich
goes a long way, it's
ned with vanilla ice
able by mail from
., 415 Madison Ave.,
he price per 8-ounce
exclusive of postage
der 3 jars).

ustard sauce made
ld New England rec-
f the specialties of Sudbury Inn in Vermont. It's called Saucy, and you've doubtless surmised that they make it available for home use. The fire of the mustard content is tempered by the other ingredients. It's enriched with eggs and the bouquet of wine but the concoction's piquant blend allows the mustard and vinegar to hold the spotlight, which is as it should be. Ideas to keep in mind: a dab of Saucy in the butter used to dress such vegetables as string beans or broccoli; a Saucy topping on baked beans. Saucy is available in shops here and there throughout the country but can be ordered by mail from Sudbury Inn, Sudbury, Vermont, who supply the 8-ounce jar for 94¢, postpaid.

In spaghetti sauce the savor of olive oil can't be equalled by any other oils, at least not in my opinion. Guess it was the printed banner "Made with imported olive oil" that gave Booshay Spaghetti Sauce its first inning with me. Tasting revealed that in addition to this initial attraction, it's sauce of superior caliber, obviously cooked long enough so that its ingredients have blended into a savory bouquet. Not quite enough garlic to suit my personal taste, but that's easily rectified in your own kitchen. Label gives an excellent recipe for meat balls to go with the sauce. If your local shops aren't among the many who carry this sauce, you can send an order to Vendome Inc., 415 Madison Ave., New York. Six jars cost $2.75, plus postage.

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y dictator's damper on free expression, as voiced in our paper s, at forces us to keep our powder dry in the steel ones. If the d re access to the *printed* ammunition, it would have less need *ri l*.

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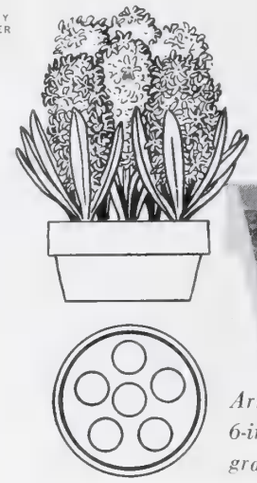
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Take advantage of this easy way to have your bulbs in bloom all winter long

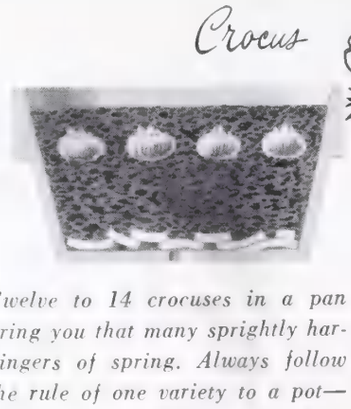
Buy the biggest bulbs you can find, pot them in a rich l soil, expose them to a blast of winter and a dash of spring warmth, and one fine morning you'll find tender buds unf ing. You can start these hardy bulbs ablooming by sto them, just as they come in the package, in your refriger for 6 weeks (better 8 weeks) before potting them. Or, them immediately and set outside in a coldframe for an e length of time. If your soil is heavy, loosen it first wit chemical soil conditioner (see September issue, page 2 Place potted bulbs in full sun where it doesn't go above at night. Water freely. When flowers open, move pots direct sun to make blooms last as long as possible.

SKETCHES BY JOHN BRIMER



Hyacinth

Arrange giant hyacinth 6-inch bulb pan, as sho gram, and you'll be re massive trusses of swee delicately colored, waxl

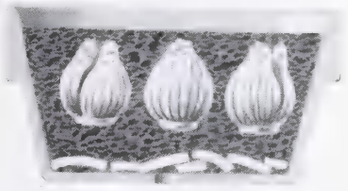


Crocus

Twelve to 14 crocuses in a pan bring you that many sprightly harbingers of spring. Always follow the rule of one variety to a pot— flowering times differ, and you don't want faded flowers mixed with buds.



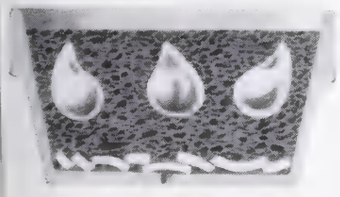
Daffodil



Buy the largest double-nosed bulbs to be had. You won't get more than five to a pan, but these produce more bloom than many smaller bulbs.

Tulip







...nt six to nine tulips in each ...; bring pans into house at reg-...r intervals to keep a continuous ...ply of these striking flowers for ...angements and as pot plants.



Grape Hyacinth





About 15 of these small bulbs will be needed to fill the usual 6-inch bulb pan. You may prefer to spread them out through the winter by planting in smaller containers to be brought inside at different times.

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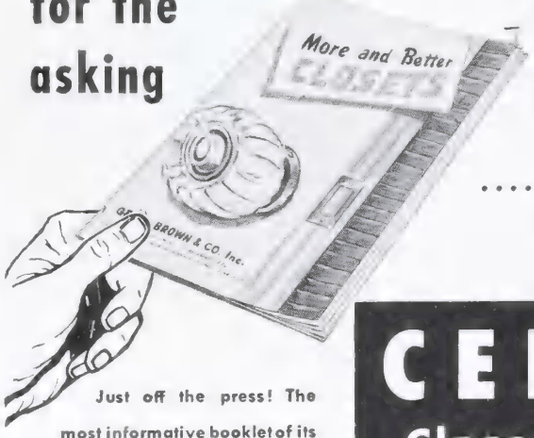
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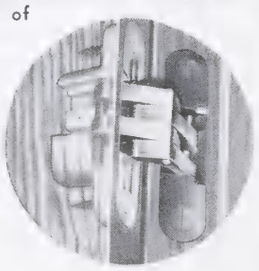
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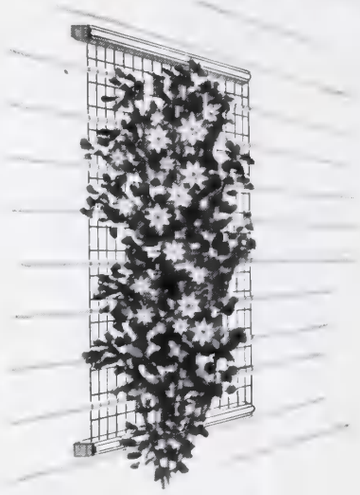
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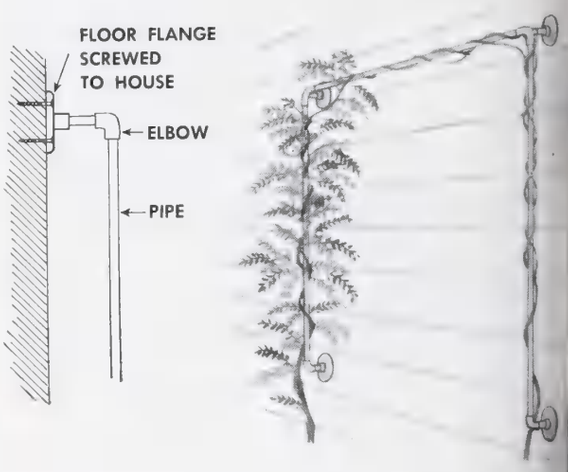
Ivano, Inc., Chicago 5

HAVE YOUR VINES THE RIGHT SUPPORT

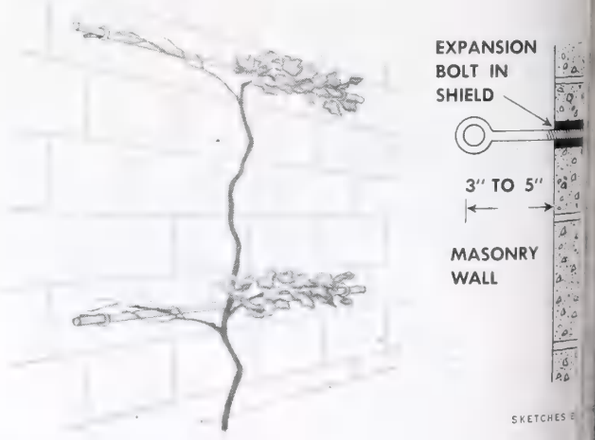
By Mary Deputy Lamson, Landscap



Vines with tendrils need something to cling to, will make a some display when trained against a screen of woven wire n chicken wire held top and bottom by stock screen molding. U top, fold over on ground when house is painted. Good for cl



Heavy, twisting vines, such as wisteria and bittersweet strong support, will pull down trellises and light wires. frame of ¾" galvanized pipe set in floor flanges (two h fittings) screwed to house. Space between pipe and house:



SKETCHES

Espalier upright growing vines—grapes, bittersweet, a wood, steel, or bamboo poles spaced 2′ to 4′ apart and hel by expansion bolts. As vine grows, additional poles can Slip paper behind for easy protection of house when

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HOW TO STAGE YOUR FALL FLOWER SHOW

CONTINUED FROM PAGE 220

a bright and colorful show for the few weeks remaining before freezing weather ends the garden season. Growth occurred weeks ago, either when the plants were in a sunny, out-of-the-way part of your garden or in a commercial nursery. Now the plants need only sunshine and water as they rush into bloom in an attempt to produce seeds to perpetuate themselves.

Second, dig and move chrysanthemums in full bloom, if you haven't any in pots now and can't find any to buy. The trick is to disturb the roots as little as possible, and to plant just as fast as possible. Erect a light shade over the plants to keep sun heat off temporarily.

Next, soak the soil only *once*, but spray the leaves with water every couple of daylight hours during the first three or four days. Then resume normal soil watering as needed. Leaf spraying keeps the leaves full of water during the critical hours before the roots recover from the physical jar of having been moved. And the once-only watering leaves the soil amply moist but not flooded. Roots must have fresh air or they won't start into action again.

Gardens aren't supposed to compete with your house for attention, according to most landscape architects. But this is another rule you can safely ignore for your fall flower show. Fall is a spectacular time. Even your background trees and shrubs become wonderful glowing things. Reds, yellows, and oranges predominate everywhere. Even the sun seems more golden. Purists say it's just reflection from so much yellow and orange in nature, but decide for yourself on a bright October afternoon when the shadows are long as the sun sets.

There's no danger of outdoing nature, so let yourself go with color as you arrange your fall flowers. You don't have to worry about continuing the high pitch—"what will I ever plant next to outdo this?"—because within a few weeks a freeze will close out your show. Zinnias are more susceptible to frost damage than the other fall flowers, but you can prolong their bloom by erecting a cover over them (page 334) on nights when light frost is expected.

Once killing frost arrives, clear

(*Please turn the page*)

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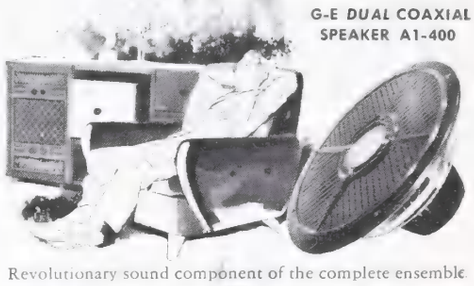
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HOW TO STAGE YOUR FALL FLOWER SHOW

CONTINUED FROM PRECEDING PAGE

the stage promptly. Dead plants are just as disconcerting as a look behind the curtain after a play is over. Leave only the background plants. Many will have shed their leaves, but advance planning for this, we hope, will have the branches pruned imaginatively into "living sculpture" worth looking at. (See our March 1952 issue, page 92.)

There's still time, however, even if you haven't already planned for a fall flower show, to try your hand as a stage manager this year. The garden on page 221 was planted only *24 hours* before the picture was made. That's how fast you can "grow" a fall garden with our three-step system. If you haven't a natural fall foliage display as a background, you can still have an exciting flower show on your terrace. And you can add trees and shrubs specially chosen for their unusually bright fall colors. The better nurseries can help you here. They propagate for this purpose from trees or shrubs of exceptionally fine fall coloration.

Buying pot plants in bloom isn't risky if you watch for a few telltale signs of certain trouble. Beware of plants that have lost their lower leaves (probably stripped off to hide disease infection). Choose plants sturdy enough to stand up without supporting wires, stakes, and strings. Look for a big supply of buds—plants in full bloom when you buy them probably won't last long. Be sure the plants have been watered *regularly* and that they have been in the sun but out of the wind. Plants kept in the shade for a week or more are bound to wilt badly from "sunburn" when finally exposed to the sun again.

WORK-SAVERS FOR GARDENERS



This special plastic apron is featherweight but surprisingly tough. Comes in several thicknesses. International Commodities, Inc., Minneapolis, Minn.

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Feeding pot plants can be a business. "Pow-r Caps" are es for African violets, gloxinia Daniels, Inc., Des Moines,



Florists now use hormones a ter of course to root cuttin can buy a special dilution f can violets. Thompson Hort Chemicals Corp., Los Angele



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"Hy-Gro" feeder attaches hose, properly dilutes co "Hy-Gro," quick-dissolving McCormick & Co., Inc., Balt

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Range Hoods are available in ange widths. Installation is sim- ith instructions furnished. Guar- d one year by manufacturer. automatic $109.95. Cole (with- utomatic feature) $69.95. Ask department store, appliance or building supply dealer. Write REE folder on kitchen venti- .

e Manufacturing Company
pt. HBO, 705 Raymond Street
Austin, Texas

Common Garden Fallacies



People say: Buy plants grown locally; they are better adapted to the local climate.

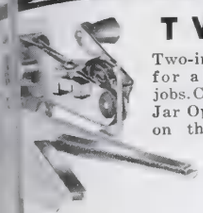
The truth: Adaptability to climate is inherited, not acquired in plants. The best plants to buy are those grown under ideal conditions (wherever these occur, locally or at a distance) for the particular plant. Then you start with the most vigorous plant possible. This helps overcome the shock always involved in transplanting, whether in moving the plant a mile or 1,000 miles.



People say: When in doubt, lime the soil.

The truth: Most plants grow best when the soil is slightly acid (pH 6 to 6.5), so add lime only if a chemical test shows that it is needed. An excess of lime makes the plant food unavailable to your plants, eventually results in death of the plants. You can buy a simple soil-testing kit for less than $5.

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WORK-SAVERS FOR GARDENERS

PHOTOGRAPHS BY GOTTSCHO SCHLEISNER



The "Foldaway" solves two problems: need for a lightweight garden cart, and room to store it. Unit combines capacious canvas basket with folding steel frame which serves alone as a hand truck, stands upright by itself. Parker Sweeper Co., Springfield, Ohio.

Common Garden Fallacies



People say: Don't use oak leaves in compost; they make the soil too acid.

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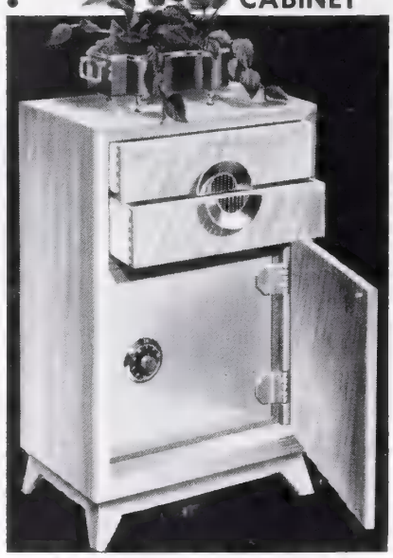
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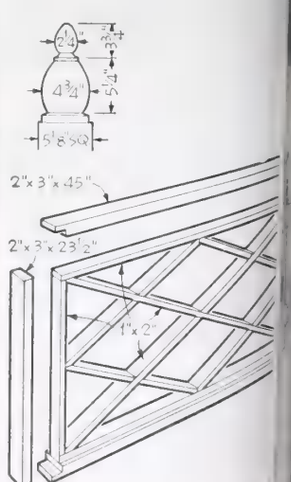
PHOTOGRAPH BY MAYNARD P

HOW TO BUILD A GARDEN GATE

The gate takes a harder l ing than any other part fence. If it is to last, it mus built with sound wood and h duty hardware treated to pr rust. This fence is in the ga of Mr. and Mrs. Hugh Selb

Construct frame and inner tion of gate separately, ther them together, using galva screws and nails throughou

Posts are solid, 5 feet with about 2½ feet firmly bedded in the ground. The apple design of the post must be turned out on a lathe—by your carpenter or ber dealer if you are not equ to do it yourself.



Install hinge post first. gate, then fit the latch place. Gates should swing from the street or sidewal



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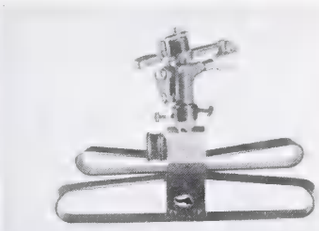
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"Hawaiian Torch Lights," provide four hours of glamorous outdoor illumination before they need kerosene refueling. Davidson-Kennedy Co., Atlanta, Ga.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

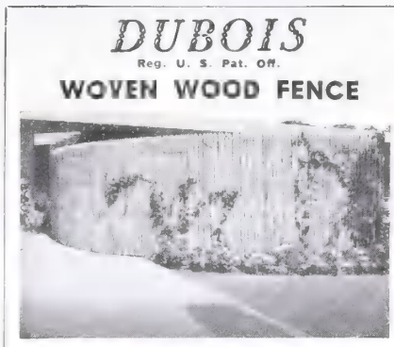


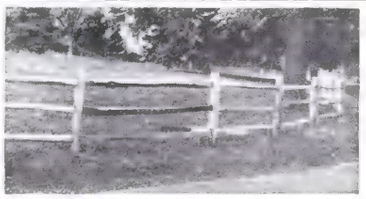
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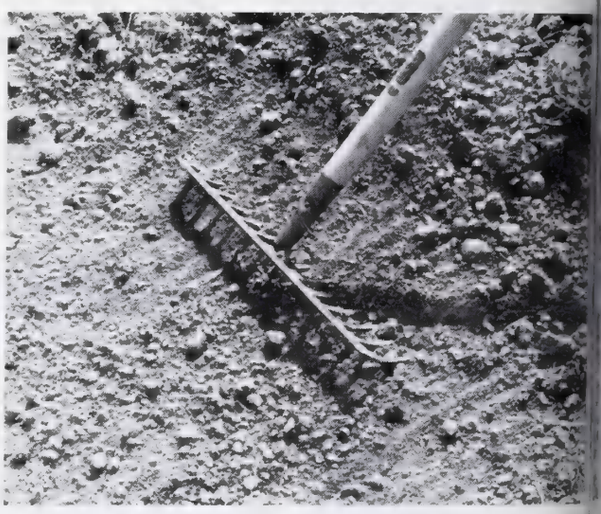
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Are you starting A NEW LAWN THIS FALL

Do it the easy way—with a chemical soil condition

Here are the simple steps. Refer to the March iss

for a full discussion of chemical condition



1 Begin with a seedbed worked into a loose, fluffy conditi a depth of 4 inches. Loose, porous soil is essential good lawn, so don't be lax with these first preparations. plant food, then rake the surface smooth before sowing



2 Buy the best lawn seed and sow it sparingly. Most peop too much with the result that grass plants choke each in the competition for food and water. Roll area lightly o press seeds into soil so they absorb moisture and sprout r



Apply chemical soil conditioner over the seed, either by hand or with cart spreader. Conditioner holds soil particles apart d keeps crust from forming, so grass seedlings can push through sily. This surface treatment is sufficient for most soils.

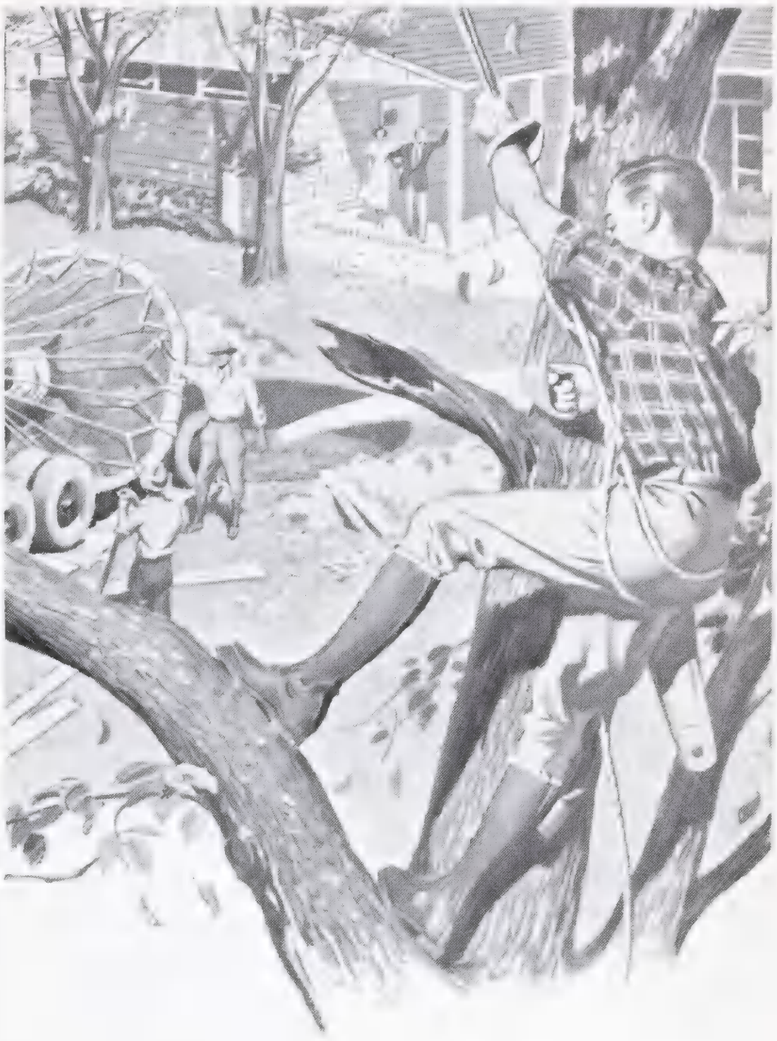


Sprinkle seeded area lightly, without washing the soil. Water again later, if natural rainfall doesn't keep soil moist. r new lawn is a permanent investment in time and money, so t let people undo your work by tramping across the seeded area.

your soil is heavy and compact . . .



nore of the chemical conditioner (see package for amount) on y, hard-to-work soils and work it in to a depth of 3 inches e sowing grass seed. Use a rotary tiller on large areas. in plant food at same time, then seed as directed above.



Have you thought of Fall like this?

Spring isn't the only time to care for your trees. Fall has its own advantages.

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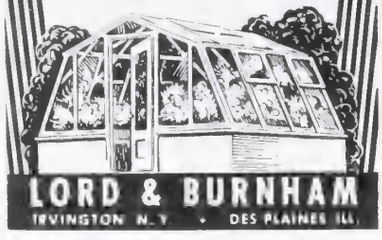


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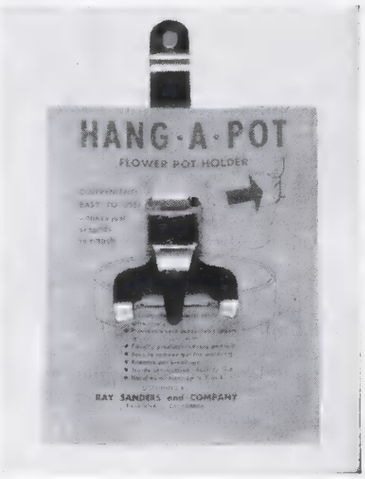
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"Green Thumb gloves are coated with Marvinol vinyl to provide tough, waterproof protection for men and women. Edmont Mfg. Co., Coshocton, Ohio.



Here's a handy little hook that makes it easy to hang pot plants on porch and terrace walls. Sketch shows attachment. Ray Sanders & Co., Pasadena.



"The Little Giant" sprinkler uses water pressure and a special whirl chamber to produce fine spray (no soil wash). Yoder Mfg. Co., Little Rock, Ark.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Want an easy way to propagate a plant? "Airwrap" kit contains essentials for ancient Chinese "air-layering." Int'l. Commodities, Minneapolis, Minn.

How well do you know your tulips?

Are tulips all red or yellow to you, with the same squarish shape? Then you've a lot to learn. For, today, tulips can be found to fit just about any color scheme and in refined forms to delight the most extravagant fancy. Here are some of the newer varieties arranged by type

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Peony-flowered Mt. Tacoma tulips make great white drifts and, like the more colorful members of their type, are superb for bedding. Light shade will help keep their heavy flowers erect.



Tulipa Grullemanni identifies a small group derived from Darwin and Waterlily tulips. Robust and disease-resistant, they last a long time outdoors. This is red and yellow Inga Hume.



Darwins are the tulips most people know. There are many fine varieties, among them Deborah, one of the newest soft pinks. Plant tulips the new way—in casual clumps.



Cottage tulip Mongolia is egg-shaped like its type, but others vary widely. Graceful, yet sturdy, they are among the better tulips for cutting and are noted for their soft colors.



Lily-flowered White Cross tulips make a light, airy effect in the garden. Their delicately curved petals complement graceful stems. This makes them favorites with flower arrangers.

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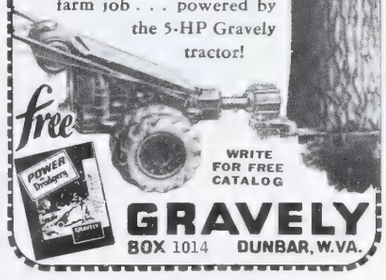
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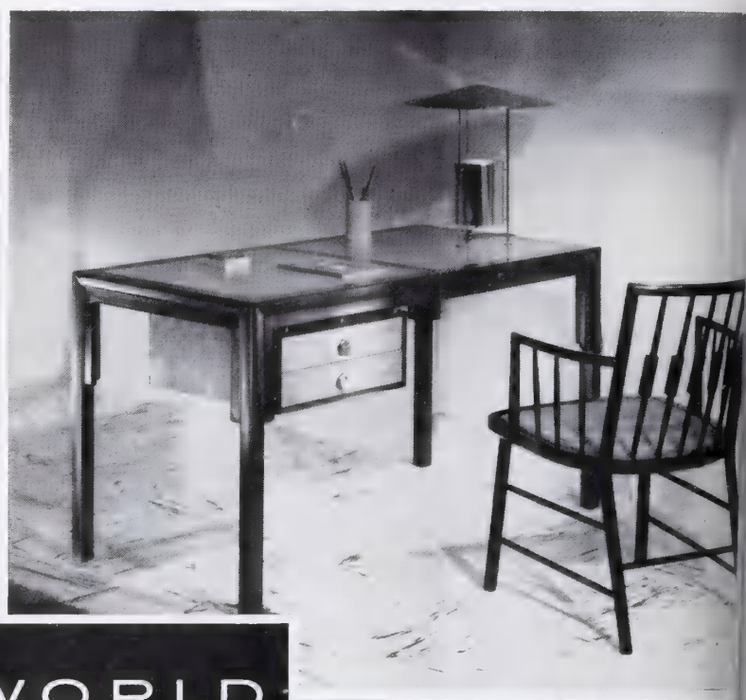
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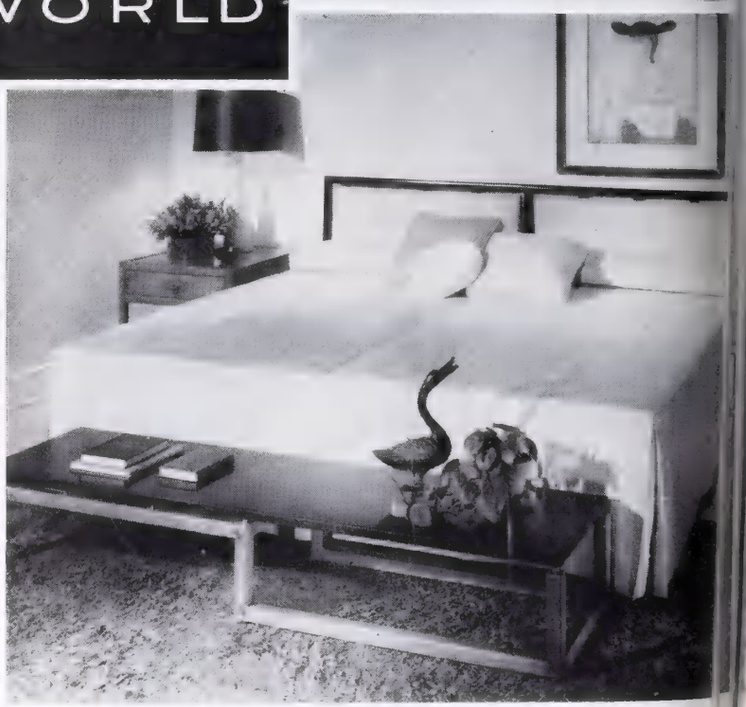
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YOU *could have* SAVED *this little girl!*

"The little girl I found covered with maggots and nearly starved on a street in Seoul last week is there again today. She is in the same cramped position, lying on her side in the street. But this time she is dead." So reports 1st Lt. Charles Vogel in a U.P. dispatch. He states that she was taken into an orphanage but there wasn't room for her and, "Then they turned her out from the orphanage." He goes on to explain that when he first saw her, "Of course she wasn't dead then. She could brush off some of the flies with one hand. She could do nothing about the maggots. Her chances weren't good but it seems to me she could have been saved **if anybody had wanted to save her.**"

We do not know what orphanage refused to keep this child. We are glad it was not a Christian Children's Fund orphanage. But before anybody condemns whatever orphanage it was, let's face stern, cruel facts. They reduce down to just one hard fact. If you haven't the room and if you haven't the money to make the room, if you haven't the food and if you haven't the money to buy the food—then you are helpless and have got to let the maggots finish the job for a homeless, friendless, sick child.

The little girl's life could have been saved—just as many other children have been saved — by being cared for in a Christian Children's Fund orphanage. In addition to the 5,000 children in 30 CCF Korean orphanages, Christian Children's Fund assists children in orphanages in the following countries: Borneo, Brazil, Burma, Finland, Formosa, Hong Kong, India, Indochina, Indonesia, Italy, Japan, Jordan, Lapland, Lebanon, Malaya, Mexico, Okinawa, Pakistan, Philippines, Puerto Rico, Switzerland, United States and Western Germany.

You can "adopt" a child in any one of these countries for ten dollars a month and the child's name, address, picture and case history will be furnished. Correspondence with your child is invited—Smaller gifts are equally welcome—God sees not the coin but the heart that gives it.

For information write: Dr. J. Calvitt Clarke

CHRISTIAN CHILDREN'S FUND, INC.

RICHMOND 4, VIRGINIA

I wish to "adopt" a boy ☐ ☐ girl for one year in .....
(Name country)
I will pay $10 a month ($120 a year). Enclosed is payment for the full year ☐ first month ☐. Please send me the child's name, story, address and picture. I understand that I can correspond with the child. Also, that there is no obligation to continue the adoption.
I cannot "adopt" a child but want to help by giving $.....

Please send me further information.....

NAME.....

ADDRESS.....

CITY ..... ZONE .....

STATE.....

Gifts are deductible from income tax.

TIMELY TIPS for gardeners



Don't guess at the depth when you plant your new bulbs—measure instead. From top to bottom the scale above shows proper depth for crocus, grape hyacinth, scilla snowdrop, tulip, hyacinth, daffodil, tulip in sandy soil.



Rake tree leaves before they have a chance to become matted and shade your lawn. Then grind and put them to use as mulch or add to the compost.

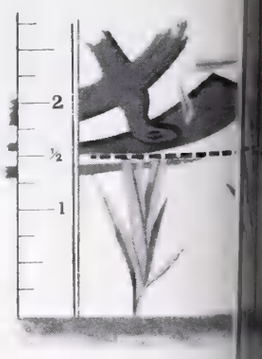


Keep the frost from a few fav ers by setting paper, wood, o stakes each night to reflect back at plant. Sides may be plant must not touch cover during day so soil may ab

DRAWINGS BY JOHN BRIMER



Paint fences, walls, trellise the bare branches let yo you're doing. Much safer th when new growth is ex



Continue to mow grass as get an appreciable amo pings. Long grass tangles the lawn, especially in

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Delightful!

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Lovely SOLID hard maple in a graceful authentic Colonial design...a handsome new color, Russet Tan, which brings out all the natural beauty of the SOLID wood... the finest cabinetmaking in every detail... that's the HAWTHORNE Group by Kling. Open stock. At leading stores everywhere.

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Give NUTONE DOOR CHIMES FOR Christmas



K-13 MODERN — Oyster White cover. $5.95

You add a "Cheerful Earful" to any home with NuTone Door Chimes. Each time your guests come calling, NuTone Chimes give them a real musical welcome. Handsome to look at — pleasing to the ear. NuTone Chimes forever get rid of harsh, irritating bells and buzzers. So inexpensive . . . so easy to install. You have a choice of 16 exquisite models, priced from $4.95 to $89.95. NuTone styling harmonizes with Colonial, Modern and Ranch-type homes — also apartment dwellings. Hear and see NuTone Door Chimes on display at your Department Store and Electrical and Hardware Dealers.

NUTONE is also famous for KITCHEN VENTILATING FANS . . . to get rid of cooking odors and grease . . . and NUTONE ELECTRIC CEILING HEATERS to keep bathrooms "toasty-warm".



K-35 Recessed Clock and Chime. $19.95

NUTONE

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All models illustrated sound 2 notes for front door, 1 for rear. Shown below

K-33 — Three long brass tubes — Walnut cover.....$15.95
K-23 — Walnut cover, Brass tubes.....$ 7.95
K-20 — Hammered brass shield.....$10.95
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The 1954
PACE SETTER
HOUSE

Presenting

Waltz of Spring





a breathlessly beautiful new sterling design for those forever young-- forever in love

Once again, William S. Warren, foremost designer of sterling silver, has sculptured an exciting new Wallace Sterling design! He has taken the Mood Of Youth, the ecstasy of young love. and translated it into the lilting, the light-hearted WALTZ OF SPRING.

WALTZ OF SPRING is modern sterling, exquisite in line and perfect in proportion. The silhouette suggests a maiden whirling happily to the strains of a Waltz. Her graceful head and flowing hair give brilliant movement to the crown of each piece. It's fresh. It's alive. Every detail is fully-formed, in sculptured "Third Dimension Beauty*"—that exclusive quality, found only in Wallace, which gives beauty in front, beauty in profile and beauty in back—perfection from every possible view.

WALTZ OF SPRING captures the always treasured spirit of youth. It will never grow old . . . only more beautiful . . . forever!





THIRD DIMENSION BEAUTY STERLING*

William S. Warren, famous for his masterpieces of sculpture in sterling silver, is the creator of: STRADIVARI, GRAND COLONIAL, ROSE POINT, GRANDE BAROQUE, SIR CHRISTOPHER, ROMANCE OF THE SEA. And now . . . WALTZ OF SPRING.

Six piece place setting, Waltz of Spring, $39.50
Settings of other patterns from $35.75 to $47.75
—all prices include Federal Tax.

*Reg. U. S. Pat. Off.

WALLACE STERLING

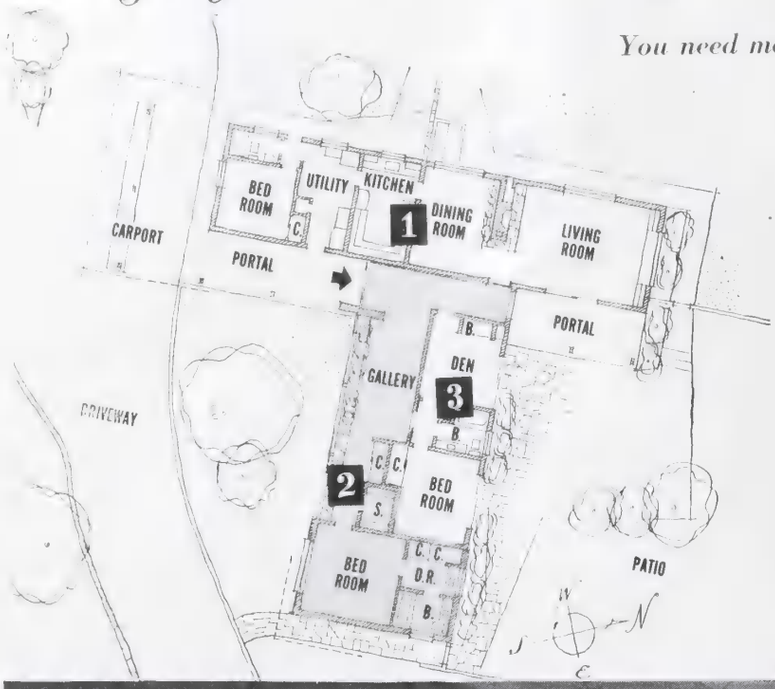
WALLACE SILVERSMITHS AT WALLINGFORD, CONNECTICUT—*Since 1835*

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WHEREVER YOU LIVE, HONEYWELL ZONE CONTROL CAN HELP YOU

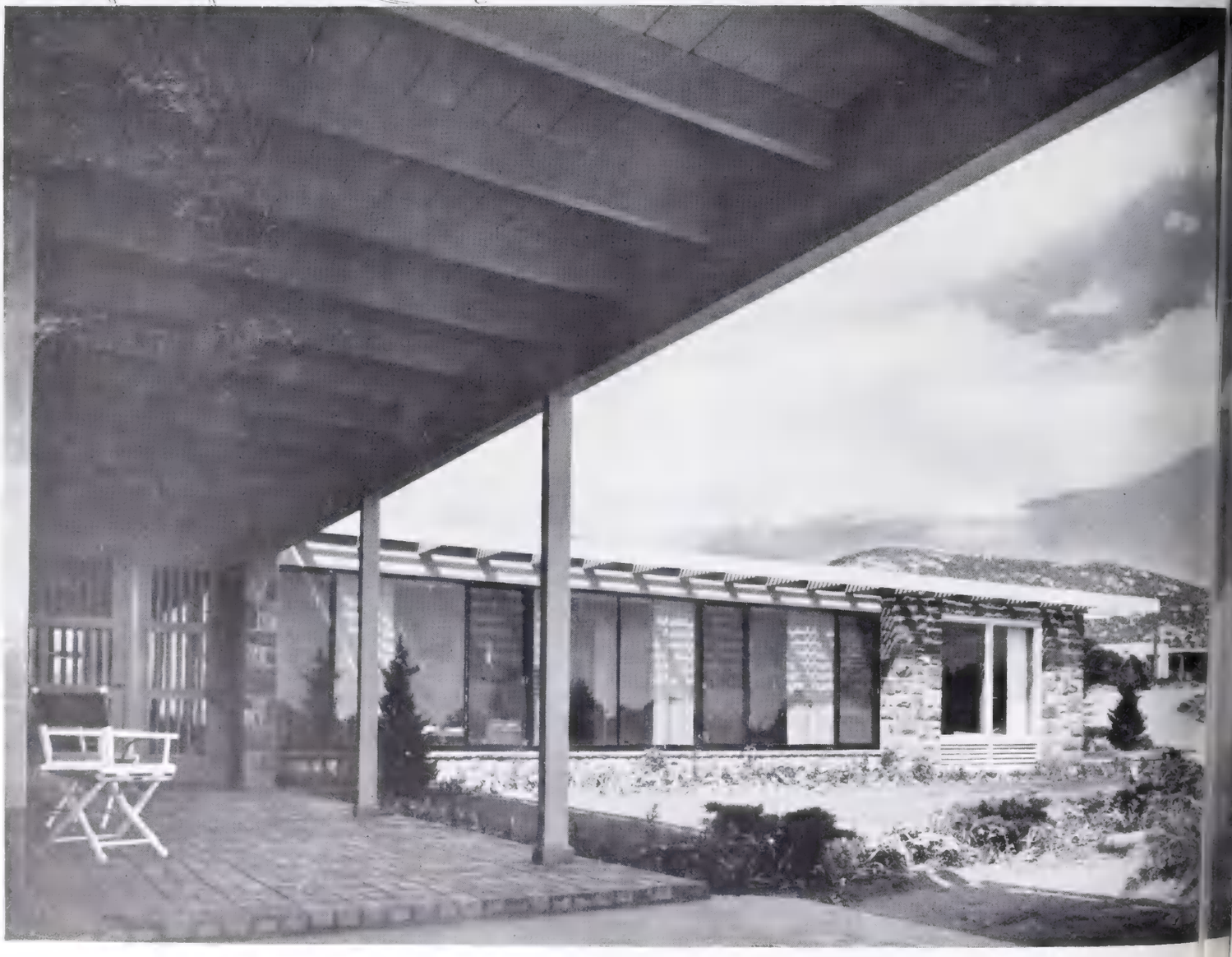
Enjoy wonderful new comfort

You need more than one thermostat to solve today's heating problems



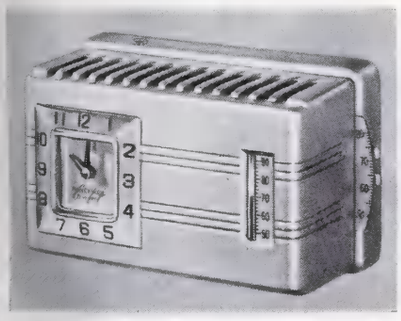
The ranch home of Mr. and Mrs. Henry Dendahl in Santa Fe, New Mexico, is well designed to key the family life of the Dendahls to the exciting character of its setting. And it's well designed, too, with its Honeywell Zone Control installation, to provide comfortable living in this mild-winter area of the U.S. In the Dendahl home three separate thermostat systems were required to solve occupancy and exposure problems—and provide comfortable, even warmth. One thermostat controls comfort in the west zone—the living-dining-service area. A second controls the south bedroom and-gallery zone. A third controls the north zone—which includes a bedroom and den. If you'd like to enjoy the same wonderful new comfort the Dendahls enjoy, no matter where your home is located, install Honeywell Zone Control. Your architect, heating or plumbing contractor will be able to tell you about it.

The Dendahl home was designed by architect Kenneth S. Cla





Zone 1. The separate thermostat system in this area controls comfort in the dining, living and service areas. It compensates as handily for chill west winds during the cool season as it does for the solar effect of the late afternoon sun on a bright day. And Honeywell Zone Control easily compensates for extra heat from the fireplace and the extra warmth, too, that comes from the kitchen at meal times.



HONEYWELL
CLOCK
THERMOSTAT

Owners say the Honeywell clock thermostat is wonderful because it turns down the heat—automatically—when you go to bed, and gives you a nice cool room to sleep in; turns *up* the heat—automatically—while you're still asleep, and your home is warm when you get up. Saves you fuel, besides.

Send for our FREE booklet, "Enjoy a New Concept of Living Comfort in Your Home." It tells why Zone Control is needed in homes with picture windows, fireplaces, rambler construction and other characteristics of the modern home.

MINNEAPOLIS
Honeywell

H HONEYWELL

First in Controls



Zone 2. Temperature in the master bedroom is controlled by the separate thermostat system comprising heating Zone 2. Here comfort is insured by Honeywell Zone Control which compensates for extra heat from southern and eastern sunshine. And with Zone Control, temperatures can be turned back during parts of the day when the area is not in use, and at night for healthful, cool sleeping.



Zone control plays an extremely important role in providing comfortable temperatures in the gallery. The big windows you see above face almost due south, admit a great deal of solar heat on sunshiny winter afternoons. The south zone thermostat (zone 2) compensates for this extra heat, keeping the gallery at just the right temperature all the time.

Only with Zone Control can you

1. remove wintertime chill from rooms with large glass areas—*without overheating* the rest of your house.
2. maintain special areas of your home (bedrooms are a good example) at low, fuel-saving temperatures when they're not in use — *without underheating* living areas.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2746 Fourth Ave. South, Minneapolis 8, Minnesota
In Canada: Leaside, Toronto 17, Ontario

Gentlemen:

☐ Please send me your free Honeywell Zone Control Booklet, "Enjoy a New Concept of Living Comfort in Your Home."

☐ Send me the name of a nearby heating dealer who handles Honeywell Zone Control.

Name .....

Address .....

City ..... *Zone* ..... *State* .....



The dining room of the Pace Setter house demonstrates how a contemporary house can welcome rich materials and the art of all centuries and all ages. Tapestry by Barbro Nilsson from Marta Maas Fjelterstram of Sweden. Mahogany table top by Dunbar.

House Beautiful

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THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

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Gifts to be cherished forever

MATCHING PIECES IN LUNT SOLID STERLING

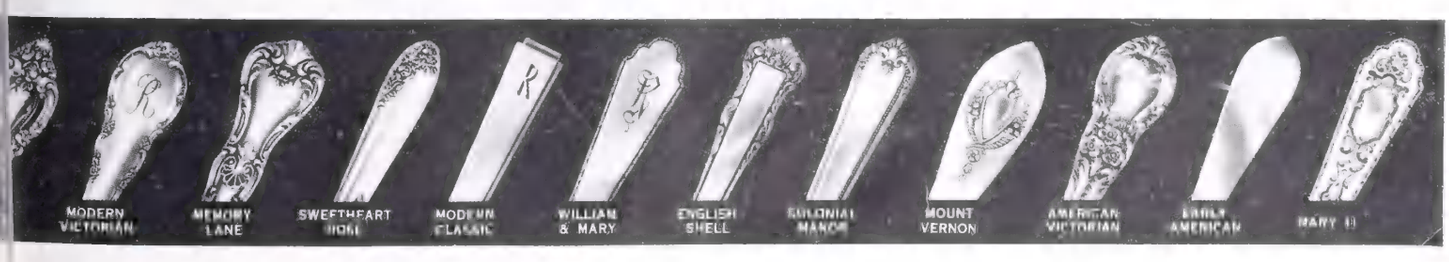


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Room divider, custom ordered

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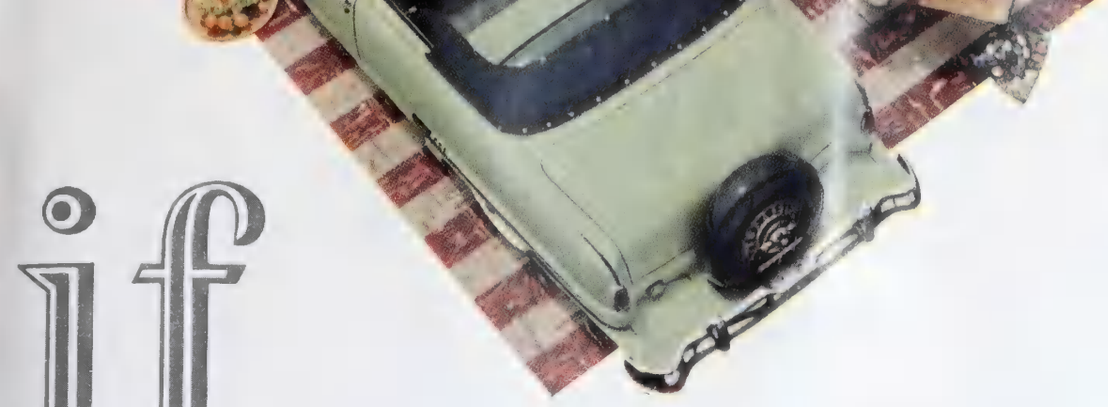
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Makers of Modern, Traditional and French Provincial Tables

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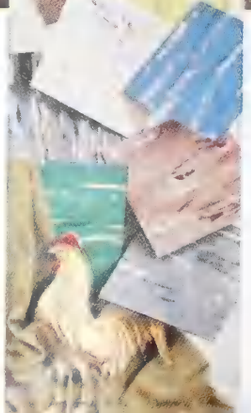
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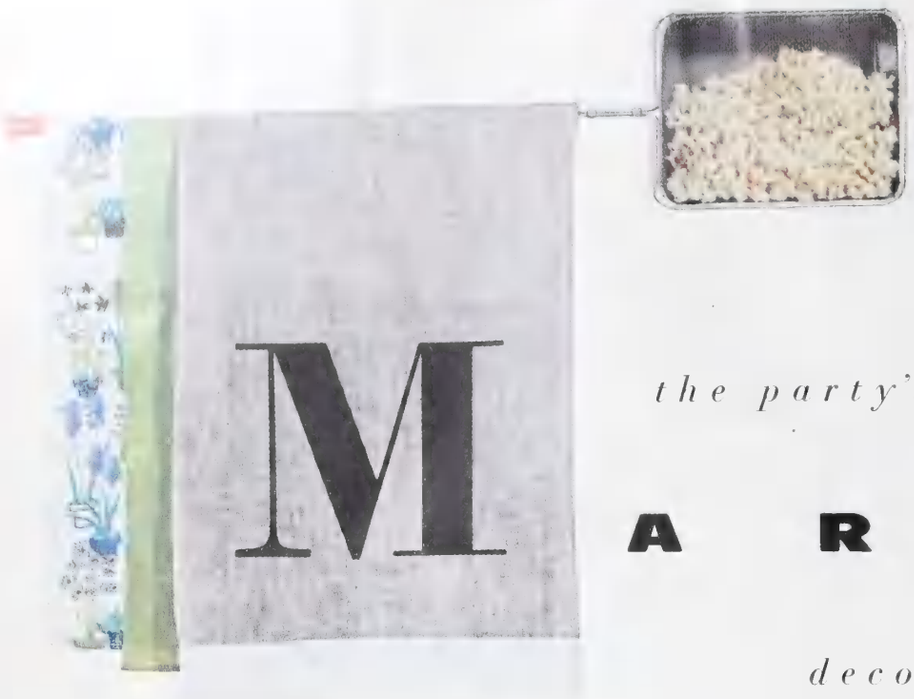
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the party's in the kitchen...

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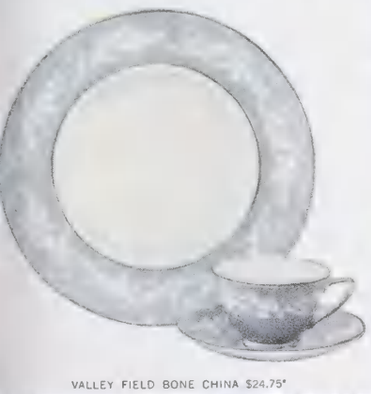




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Copr. 1953, The International Silver Co., Meriden, Conn.

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IN

International Sterling

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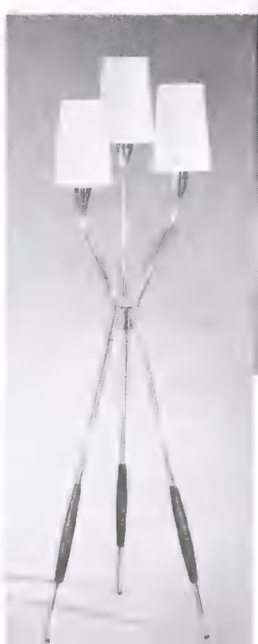
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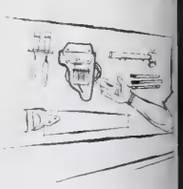
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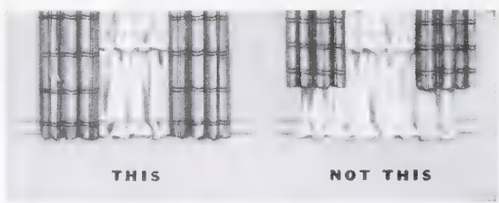
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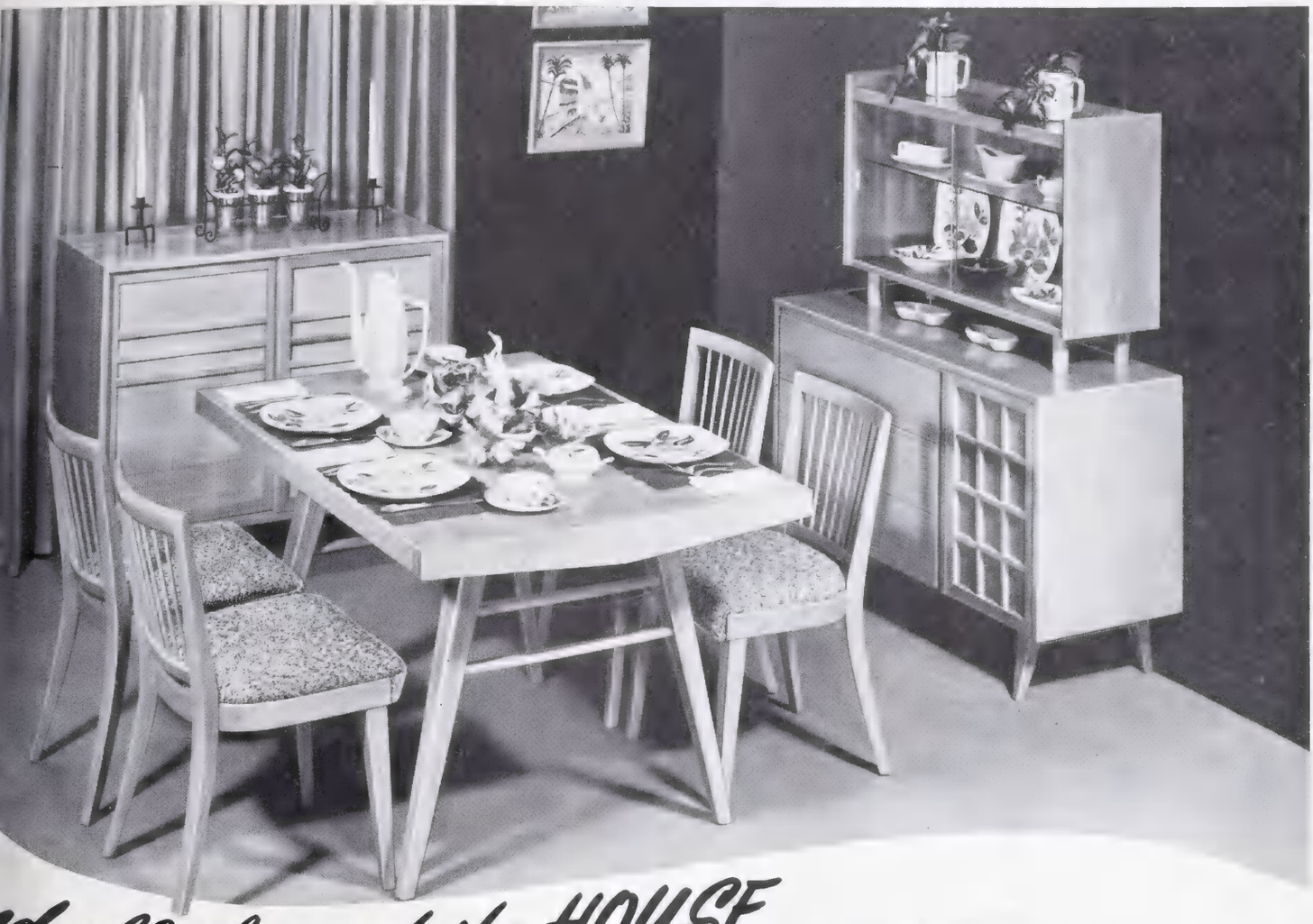


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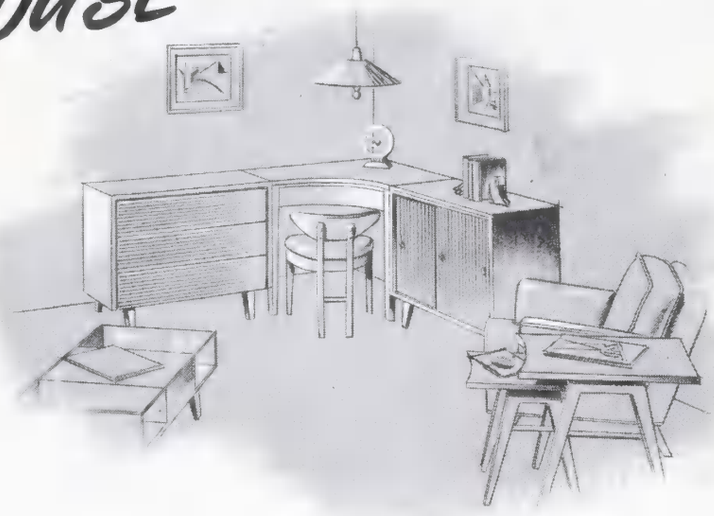


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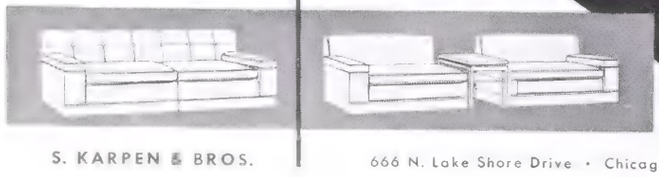
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Put Opera on Your Christmas Lis

PART ONE

By Richard Williams

To the opera enthusiast, whose name is legion, give the best books on the music and meaning of their favorite subject

Discovers own wife in midnight tryst . . . tragic mistake: father plots murder of daughter . . . bridegroom shoots father-in-law accidentally.

Such, more or less, are the subjects of three Verdi operas*, subjects hardly conducive to goodwill toward man or indicative of any Christmas spirit whatsoever.

Nonetheless, and in spite of gloom and violence, opera will make the Christmas of your musical friends joyous. *felice, joyeux, glücklich.* If you like opera at all you are devoted to it ecstatically. No half-and-half affairs, opera. And it seems that an incredible number of people now like opera. More every year. Teenagers in dungarees are now interested in what was once a highhat and tiara art. Adult music lovers in Georgia and Oregon, many of whom have never been inside the Metropolitan Opera House, have become fans through operatic recordings. There they sit, listen to the music, follow the lib learn to know the arias them can even tell you plot of *La Gioconda* is ab I cannot.

As a matter of fact, t tion that we discuss ope in our two Christmas that we "concentrate rather than run the f come from one of our am pleased to do so, bec am one of those who lov too am one of those who amount of operatic disc cessive.

In this article we w some of the worthwhile opera: in the next article

First of all, let me te a relatively new book w cause it is not only good fat, imposing, and reaso pensive ($10), should among your gift consider title is *Ten Operatic Mas Mozart to Prokofieff.* Its consist of piano arrang the arias and instrumenta from ten operas currentl These arrangements h

* Readers who know Verdi will recognize the operas as *A Masked Ball, Rigoletto,* and *The Force of Destiny.*

ly and considerately simpli-
that they can be negotiated
most amateur of amateur
. With it goes a text by Olin
, music critic of the *New*
imes, who also is an opera
ist and who spurts his en-
n to the right and to the
elling the plot and the back-
of the opera.

imilar nature is *A Treasury*
and Opera, edited by Henry
on. It too contains text and
rrangements. There are few-
as and fewer arias, but the
excellently illustrated—the
ions are by Rafello Busoni,
them in color—and there-
almost equally handsome
as gift as *Ten Operatic*
ieces, at a lower price. If
e either book, make sure
e recipient can play the
little.

er recent publication or,
recently refurbished and
ed, is *The Story of the*
litan Opera by Irving Ko-
nce again weight and size
han 600 pages) and well-
llustrations, this time pho-
s, help to make it a visually
ve gift. As to the photo-
they are not just pictures
rs: they remind us that
more to opera than singers.
ee Toscanini in a beautiful,
onscious and thoughtful
the day he left the Met
and you also see Mrs.
C. Henderson display her
in the Metropolitan Opera
ar on the opening night of
his incident, you may re-
created a minor scandal.
and standees, immortal op-
l forgotten fanfares, good
nd times when it seemed
r foremost opera house
ave to close its doors, con-
stars and minor singers,
nd Farrar, Bodanzky and
—all these pass by in what
calls a candid history.

se the book deals out some-
s than praise for certain of
tropolitan's artistic and
policies, it has been cen-
y the official Met family.
nind. You do not want
historical mayonnaise.
it chides and though you
agree with some of Kolo-
gments, the impression the
ves is that of a great and
sable institution.

ne plot-telling books. These
ponies for musical enjoy-
nd of all operatic books
the most in demand. The
elling one is *Complete*
f the Great Operas by Mil-
ton Cross. Its popularity is no doubt partly due to Cross's long association with the Saturday afternoon broadcasts, but it may also be due to the fact that the stories of the operas are given really complete, and therefore the book is unbeatable for actual plot-following point by point, scene by scene, implausible coincidence by implausible coincidence. Cross tells you precisely when the arias are coming on and gives you the first line. It is virtually impossible to become lost on so well marked a road.

Seventy-two operas are included in this closely printed text, a text which is unleavened by humor, anecdote, or attempts at good style. The facts are there, and that is what you want in a plot-telling book.

A handsomer book and better written is *The Victor Book of Operas* by Louis Biancolli and Robert Bagar. Its plot-telling, however, is on the sketchy side, particularly for the less known operas.

ERNEST NEWMAN'S books on opera, particularly *More Stories of Famous Operas*, are something else again. Here you will find style, urbanity, humor, and affection combined with great scholarship. After reading this book (do so before you give it away as a gift), you will understand why Newman has the reputation as the finest of the living writers on music.

The book is much more than a plot-teller. It is a discussion of the music, a sketching in of the historical background, a comparison of play or novel from which the opera is taken, with the libretto and an evaluation of the worth of the work. The book is worth reading if only for the delightful essays on Richard Strauss's *Der Rosenkavalier* and Johann Strauss's *Die Fledermaus*, an opera not usually deemed worthy of analysis.

Also by Ernest Newman is *The Wagner Operas*, which does for Wagner what *More Stories* does for other operas. Here the scholarship of the author is even more deeply applied. His discussion of *Tristan and Isolde*, for example, includes a tracing of the various forms in which the Tristan legend appeared in world saga and literature up to the time that Wagner got hold of it. Engrossing!

The best history for the non-technical music lover is *The Opera, a History of Its Creation and Performance*, by Wallace Brockway and Herbert Weinstock. *The Opera* makes clear the connection between operatic composers and their in-

(*Please turn to page* 333)

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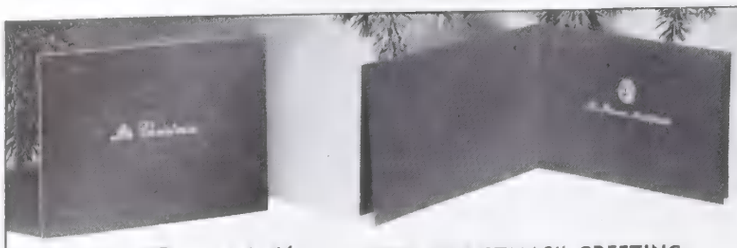


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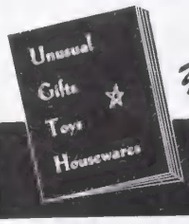
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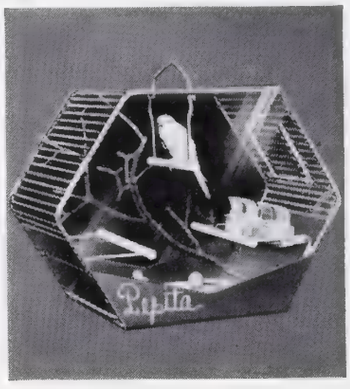
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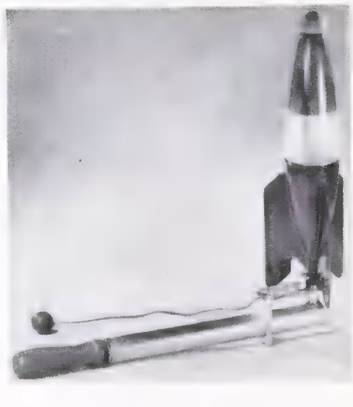
PICTURE-WINDOW CAGE. If you think y keet is pampered or yo cosseted, get a load o high living! The two big 17" x 13", come out have a come-and-go pla parakeets. Anodized go or silver, 17" x 9" x $17.95 exp. coll. Har with bird's name, $1 ex Chapman, Nyack, N. Y



NO CADDY FOR D you give him this Lim the Fairway that puts in the family budget. Caddy Cart is lightwe minum, rolls easily on proof tires, stands alon say it's the best on th that the only comparabl for $19.95. Bag holde from 4 to 10 inches w for storage. $14.95 plus Page & Biddle, Have



RED VIYELLA VE liant as a huntsman's c ported from England. gentleman will wear it f lunch and every woma room will want one fo band. And on Christ noon, we know one ma be wearing his when the eggnog! Small, medi and extra large to suit 44. $12.50 ppd. John seed's, North Beverly,



ZOOM! THE RO OFF, soaring skyward propelled ship. Our g rocket tester tried i sneering cynically as h plastic chamber with primed the metal pun preparatory to launchin then the children can't hands on it. This will be the toy of the yea Order it from F.A.O. 745 Fifth Ave., New

HOPPING WITH



CH WITH DELFT. canisters happen to be rdy and practical for aples, but they have pertly reproduced from l Royal Delft porcelain sugar-borrowing neigh- hink she's walked into . In the famous blue with airtight lids, $4.95 rom Seth & Jed, New gh, Massachusetts.



CHRISTOPHER E of sterling silver is gift we've found for u love and worry about. m this and it's a cinch be watched over by g, gentle saint whose is protecting travelers. dard 1" belt, costs $6.95 nd post. Downs & Co., 5, Evanston, Illinois.



NKEE WALKER is kirt that has the New know-how of keeping the Yankee Dollar. It's e straight and narrow de kick pleats let you with the wonderful, l stride of the Ameri- lue or brown pure wool genuine leather belt, \$8.95. Add 25¢ post. Box 663, Boston 2.



MISS MUFFET sat ing table, and it wasn't who sat down beside all the Cub Scouts in ling wooden dressing flowered white plastic len bench, mirror and lastic dresser set in- ush, comb, hand mir- ire set, perfume bottle. 11½" x 20" high. $5 Kimball Co., 37 Al- ., Oshkosh, Wisconsin.





1. Plummer's famous Christmas Tree, one of the most loved patterns in America. The tree is resplendent in vivid natural green decorated with colorful candles and trimmings and green-banded rim. Dinner Plates, dozen $27.00; Luncheon Plates, dozen $22.00; Bread and Butter Plates, dozen $13.50; Tea Cups and Saucers, dozen $32.00. Additional pieces from full open stock.

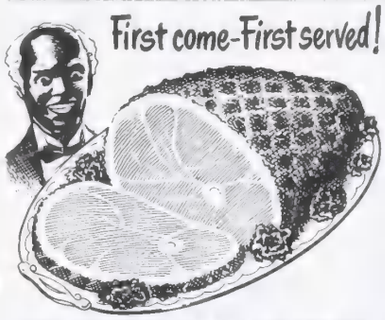
2. Christmas Candle Glass, exclusive with Plummer, is another Yuletide favorite. On one side, bright candles amid glossy holly leaves and berries; on the other, provocative mistletoe. Gold edge. Dozen $13.50.

3. Christmas Tree Hiball or Milk Glass with brilliantly decorated Christmas Tree on splendid Crystal. Dozen $15.00.

4. Choice of Christmas Tree Swizzle Sticks or O. F. Muddlers delicately hand made in durable clear Crystal. Green tree is gaily ornamented in red, blue and yellow with gold star at top. 12 in gift box, $9.00.

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That's what this Decade Bracelet is called in New Orleans because the devout can say 10 Hail Mary's while riding the trolley. Sterling silver with simulated pearls, Crucifix and Miraculous Medal, it's a meaningful way to wish a Blessed Christmas to your friends.

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Send clear photo of *your* home (or a friend's); sketch will be reproduced on frosted Hi-Ball glasses. Specify Dark Red, Green, Brown or Blue enamel.

$24.50 Doz. $19.50 Set of 8, ppd. (No C.O.D.'s)

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These beautiful twin lighters make a practical gift and add charm to any room. And they make a most appreciated gift, for no home ever seems to have enough lighters. Made of silvery white metal with sturdy, sure acting mechanism. Base is felt padded. 3" high. We guarantee you'll be pleased or your money back. The price, only $4.95 per pair, postage paid.

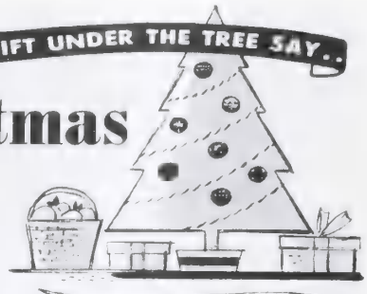
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LET THE MOST EXCITING GIFT UNDER THE TREE SAY...

Merry Christmas *for you!*

GOLDEN, TREE-RIPENED FLORIDA FRUIT

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Your **friends, business associates and loved ones** will say, "How thoughtful!" World famous Cobbs gaily packaged Fruits and Delicacies are **always** excitingly received . . . **you can give no finer gifts!**

NOW IS THE TIME TO **"REMEMBER NOT TO FORGET!"**



Check your list . . . **now's the time to order a** "Basket of Happiness From Cobbs" to arrive at Christmas. Send in your order TODAY! . . . with names and addresses . . . We take care of everything . . . **your gifts** will go quickly on their merry way. In the spirit of Gift-Givin'.

Henry Cobbs



GIFT No. 35 **$7.95**

Approx. 25 lbs. — A gaily colored hand-woven imported Basket brimming over with an assortment of Florida's finest fruits. Pineapple, Oranges, Sugar Sweet Grapefruit, Giant Persian Limes, Chinese Kumquats and "Zipper" Tangerines. One of our most popular hampers year after year. Positively guaranteed to please ANYONE!

GIFT No. 11 **$12.85**

Exactly the same as above Gift No. 35 except twice the size and contents.



GIFT No. 19 **$14.95**

Approx. 25 lbs. — A magnificent assortment with all the glamor of fabulous Florida Fruits, Preserves, Candies, Soft-shelled Pecans, Coconut Patties, our famous "Honeysuckles" and many other delicacies heaped high in a tantalizing arrangement of good taste . . . Sure to inspire enthusiastic "Thank you" letters.



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Approx. 27 lbs. — Fruits 'n Jams, delightful to look at, delectable to taste . . . truly a treat for the eyes and the palate. Oranges big as Coconuts and Grapefruit even bigger. Chinese Kumquats, tangy Tangerines, Persian Limes and 3 large jars of Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve.

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Approx. 27 lbs. — Pretty as a picture, but such eatin' fun . . . A festive, eye-filling Basket of all the best Fruits from our sunny Groves. Moderately priced for all Gift-giving purposes.



GIFT No. 6 **$11.85**

Approx. 54 lbs. — Beauty and the Feast . . . Juice heavy Oranges, giant sweet-sweet Grapefruit, Kumquats, Persian Limes and our "Zipper" Tangerines, also a great big fresh sugar-loaf Pineapple, a lb. bag of paper-shelled Pecans, 3 jars of healthful, delicious Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve. What a Value!

GIFT No. 4 **$8.85**

Approx. 54 lbs. — A beautiful looking basket, stunning and dazzling as sunbeams in your eyes . . . filled with a wide variety of all of Florida's fabulous Fruits, Oranges, Grapefruit, Tangerines, Limes and Kumquats. This basket is one of our most popular packages.

Unless otherwise instructed, delivery will be made for Christmas

OBEY THAT CHRISTMAS URGE ORDER NOW!

Send check or money order; express charges will be prepaid. No foreign shipments except Canada—add 15% for Canada and west of the Mississippi.

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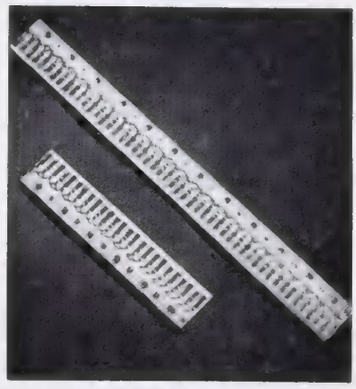
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MONOGRAMME TERS and suspende "black tie evenings" of imported English e a three-letter monog evening garters and come in black with and monogram. Susp also available in solid black monogram. $5.95 Print initials please. Bayer, The Linen Sho Michigan Ave., Chica



A JEWELED RU hope you'll give this t very glamorous with humor. It's that kind of The ruler has been tr dazzling face-lifting. inches are marked w stones, and it comes in or peach, jazzed up w scrolls. Twelve-inch s six-inch knitter's size. Hall Galleries, Albe Co., Springfield, Mass.



BATHROOM CUTI celain bath set of fou jars is a gay bargain. is hand-painted with a figure taking a bubble ting on her face, etc. with turquoise and pi ing, there's a 5″ jar f powder, and three 3¼ bath salts, powder puffs plus 35¢ post. Helen 413 Fulton St., Peoria.



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WREATH $3.25 GARLAND $3.50

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Shipped PPD in U.S. Check or M.O. No C.O.D.

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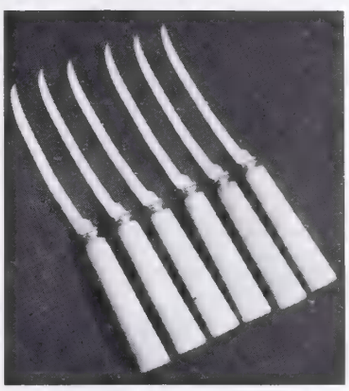




SMOKE. A St. Christo-dal decorates the front vans automatic pocket nd we hope we've found nt for you to give every n your Christmas list. l is sterling silver. The non-tarnishing nickel d the price is $5.95 ppd. the Garden, 19 Garden ooklyn, N.Y.



CAGE IS OPEN and never go back because let him! He danced his reedom on the bounce-f an elastic leash, never ntil he's warm and loved ubby arms of his sleepy-. So make sure they see y face and touch his lush self on Christmas 4" high. $3.25 ppd. binson, 12 Forster Park-Vernon, N.Y.



AR BLADES of fine steel have serrated cut-s that do a job worthy iciest sirloin. The white bone handles have a of design that blends silver pattern. And you et of steak knives that to start your making own your Christmas list. of 6, $3.95 ppd. Louise ft Sources, Dept. 1HB, le, Conn.

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ould possibly be more welcome to the man in your this new valet stand. It's a honey . . . the only iron one we've ever seen. Saves a man's time and the morning rush by having all his clothes handy . . . abets tidiness, too. Holds coat, 2 pair of undergarments, socks, shoes in orderly array. e, 43" high. Dull black finish. Weighs only 7½ lbs. nove around. *Costs only half the price of most* nds.

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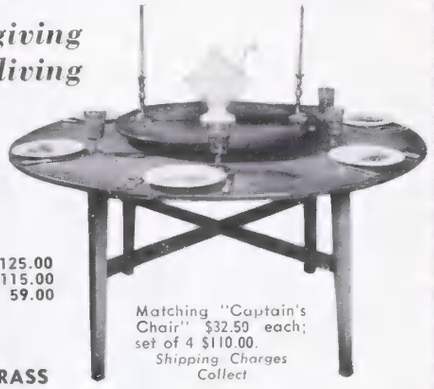
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Matching "Captain's Chair" $32.50 each; set of 4 $110.00.
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A superb accessory from England. It stands 14" high, has a quaint pub scene embossed on its surface. Watertight . . . use it for greens or flowers, too. Charming for home or office. **$13.95 ppd.** (add 50¢ W. of Miss.)





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Matched 3-pc. set in gleaming copper to highlight your breakfast table and star at buffet suppers. Largest size holds 1 qt. of coffee; the two smaller ones serve cream and sugar. All have block-tin linings and unusual hardwood handles. Wonderful, too, for flowers, cigarettes or sheer decoration! **$10.95** the set, ppd.

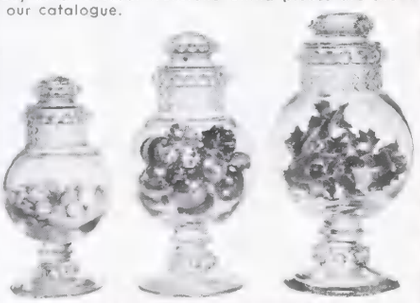
MAGNIFICENT IRONSTONE CHINA

Classically sculptured collectors' items of timeless beauty . . . to grace your table, sideboard or china cupboard.

Soup Tureen with ladle, 11"x12½", holds 3 qts. ..... **$13.95 ppd.**
Matching tray ..... **$ 6.95 ppd.**
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Beautifully decorative . . . we fill ours with wintergreen wafers, cookies, Christmas tree balls and holly greens. You might use them for bath salts, potato chips and pretzels, cigarettes. Pressed from original glass molds, jars are crystal clear with traditional thumbprint and diamond design. 12" high **$5.75,** 14" high **$6.50,** 16" high **$8.50,** all postpaid. Add 50¢ W. of Miss.





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Hand-forged 18th century reproduction, truly worthy of a museum! Weighty brass, polished and lacquered to prevent tarnish, it's a graceful, glowing addition to your home, 10½" high. Holds 4 tapers. **$14.95 each, $27.95 the pair, ppd.** This is just one example of our many unusual candelabra.

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MATCHED ACCESSORIES

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Footed Magazine Rack: 7½" wide, 15½" long, 12½" high. $19.95 plus $1.00 for sending; $1.50 West of Miss.

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Send for your copy of the Jenifer House gift catalog, 50 pages of distinctive and unusual decorative items for the home.

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Hand-blown by Sussmuth.
Beautifully functional clear glass.

¾ quart, $5 1½ quart, $7
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ELECTRIC CHRISTMAS TREE BELLS SWAY and TINKLE BY THEMSELVES

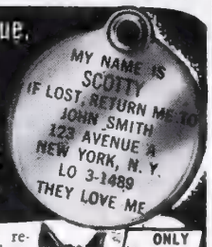


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Now, Guarantee the return of your pet . . . lost, strayed or stolen! No one could resist your dog's personal appeal — to return him—which is finely engraved on this handsome, gleaming, tarnish-proof, chrome-finished identification disk . . . Your Dog Will Wear With Pride!

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PLUM JELLY, 6 jars $5.58
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America's rarest fruit!

The gift they'll always remember. Talk about thanks! You'll never hear the last of it. A just-right present for anyone, whether they live in a castle or cottage. So juicy you eat 'em with a spoon. You can't buy these gift packages in stores for love or money. They're definitely impressive, yet inexpensive. Packed in handsome gift boxes with your greetings.

GIFT NO. 1 (shown)—10 to 14 big pears, a great favorite, **$3.75,** delv'd.
GIFT NO. 2 (16-20 big pears) **$4.45,** delv'd.
GIFT NO. 3 (20-25 smaller pears) **$4.35,** delv'd. What a bargain!



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IT'S SO EASY to order!
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Give the famous, the Original, one-and-only

FRUIT-OF-THE-MONTH CLUB*

The gift that creates praise and excitement for you the year 'round! You order just once, but the lucky folks you name receive a whole parade of America's finest fruits 'n delicacies, beautifully packaged, each with your greeting.

12-BOX CLUB: At Christmas, Riviera Pears; Jan., Apples; Feb., Grapefruit; Mar., Fine Cheese; April, Oranges; May, Preserves; June, Canned Fruit; July, Nectarines; Aug., Pears; Sept., Peaches; Oct., Grapes; Nov., Riviera Pears. **Gift No. 20** . . . delv'd **$47.75**

8-BOX CLUB: Omits Mar., April, June, Aug.; **Gift No. 15** . . . . . delv'd **$31.75**

3-BOX CLUB: Christmas, Jan., Feb. treats; **Gift No. 11** . . . . . delv'd **$11.65**

Harry and David
BOX 70 / MEDFORD, OREGON

AGED LIKE VINTAGE WINE
(Smoking alone takes 30 days!)



Jordan's **GENUINE**
VIRGINIA HAM

Each magnificent ham now hanging in our aging rooms — thoroughly cured, hickory smoked to a rich mahogany hue, and aged approx. one year — has been tended by hand through each unhurried step, as we have been doing for 113 years! Just before shipment we simmer and bake the ham with wine and sugar to a savory, sweet and tender feast of flavor unlike any other.

Order now for Christmas delivery to you or someone you wish to please! Beautifully packed. $1.89 per lb. cooked. 8 to 13 lbs. Postpaid (add 14¢ per lb. for shipping outside U. S.).

JORDAN'S OLD VIRGINIA SMOKE HOUSE
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Delightful Holiday Treats for Family and Friends

SHELLED PECAN HALVES
Finest quality . . . carefully selected for size and flavor. Delicious to eat. Wonderful for salads, pastries, hors d'oeuvres. Gift packaged with recipe suggestions.
2 Lbs. **$3.70** 3 Lbs. **$5.25** 5 Lbs. **$8.65**
10 Lbs. **$16.25.**

GOLDEN CREOLE PRALINES
A deliciously different candy from the Deep South. Taste-tempting smooth-buttery Pralines to delight the whole family. 12 large Pralines, gift boxed . . . 1 box **$1.85**

If mailed to one address:
4 boxes **$7.20** 8 boxes **$14.00** 12 boxes **$20.40**

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18 CUP COFFEE MAKER

Large party size. Just right for those "at home" guests during the holidays when the family coffee maker won't do. Serves up to 18 cups of delicious clear drip coffee —all in one trip. Sturdily constructed of polished aluminum with heat-resistant handles. Patented water distributor. Removable dripper section—Easy to clean. A time saver for the busy hostess and a welcome gift for any homemaker. Satisfaction guaranteed as always by Downs & Co. or your money back.

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THE HALL GALLERIES

Showplace of New England



A-TISKET, A-TASKET

A gala Xmas basket! For cards, gifts . . . or fill it with balls as a centerpiece. Chartreuse wicker lined in red felt, festooned with emerald sequins and frosty bells. 13 inches long.

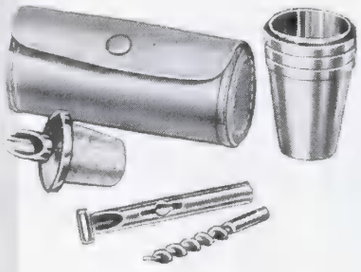
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ENGLISH CHEESE KNIFE

A charming import. Sheffield stainless steel blade . . pistol shape porcelain handle, hand decorated with raised enamel flowers, gold trim. White with blue, maize, pink or green.

$3.50 ppd.



ONE FOR THE ROAD

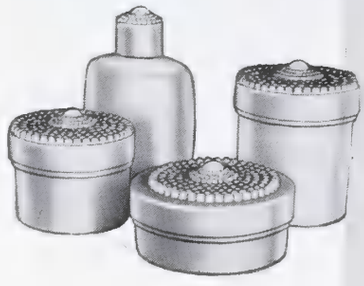
Bottle opener, corkscrew, cork with pouring spout, 4 jigger cups, all of chrome, in pocket-sized case of saddle stitched topgrain cowhide.

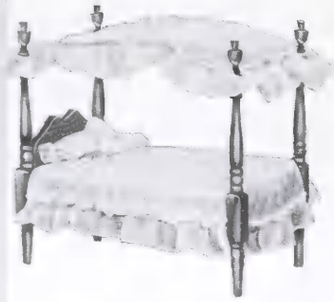
$5.00 ppd.

SUMPTUOUS SET

Pearl beading encrusts the pink or blue covers of these opal white plastic containers. Powder jar, lotion jar, 2 sizes for creams.

4-pc. set $3.50 ppd.





COLONIAL DOLL BED

Satin mahogany finish, complete with mattress, pillow, white dotted swiss canopy, quilted dimity spread and pillow case. 10 inches long to fit 8 inch doll. Easily assembled.

$4.95 ppd.

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WINDOW SHOPPIN



INFORMATION

The answer is easy i these two books on One is the latest Merri Standard College Dict other is the Rand McN Atlas. Both are luxuri in brown or maroon and tooled in 24k gol name in gold, dic $17.50: Atlas is $1 from Kay Brunell Ent W. 42nd St., New Yor



CRACKING WISE.

a Paul Revere bowl. executed in brass, will day store of nuts that "droppers-in" happy Hanging from the ha pair of rooster nutcr are as businesslike decorative. Bowl is $10.75 the set. Bowl a Pair of nutcrackers, Art Colony Industries sity Place, New York



ZOO PACKS are what you get. A ferocl lion and his reclining Both are made of meta ure about 4" long. Th five cage sides which lion trainer will put form a corral for hi mals. All this will se $1.25 including post Zoo Pack animals are same price. J. J. An 402. Milwaukee, Wis

(*Continued on page* 45)



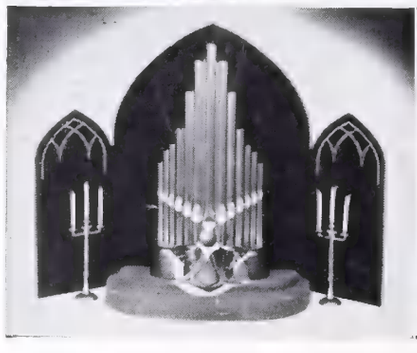
"LILLEVÄN"

DESIGNED • JUST • FOR

"LILLEVÄN" our Peasant Angel, is sure to be attraction at your Christmas parties. Her dre yellow scrim, with felt design in pink, America soft green, is edged with Ric Rac and cotton fri and forget-me-not eyes she is a "LILLEVÄN." tall. You can buy her ready made for **$9.50 pp** fun of making her yourself. Kit includes all mat cut felt, easy to follow instructions and pattern Sold by mail order only. No C.O.D.'s.

ELLEN'S STUDIO

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MINIATUR CATHEDRAL C

An exquisite Christmas decor mantel, buffet, or radio. The ground screen suggests a chu stained glass windows. The mounted upon a rug-textured of gleaming gold finish an copper hue. The tiny orga bright red robe. Each silver candelabra holds three white dles (box of three dozen incl size is 16" x 20". A truly rangement, in holiday tradit bring you renewed pleasure *a family gift that will be a b brance.* Complete satisfactio

$7.95. postpaid (please,

HOLIDAY HOS

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lan your next color scheme around

CHROMSPUN

Color matching and blending of fabrics in a room scheme has never been so easy before. Chromspun—the new Eastman acetate fiber created in a range of decorator colors—provides for the first time the color link you have long sought in decorative fabrics. Chromspun colors thread their way through many of the newest home furnishings weaves. Examples: the sheer curtains, damask-patterned draperies, deep-textured upholstery, taffeta lampshade and throw pillows that key this room for modern living.

Moreover, Chromspun has *locked-in* color. It has extraordinary fastness to all common fading hazards—including light,* atmospheric fumes, crocking, washing and dry cleaning. It is immune to attack by mildew, moths and silverfish—is outstanding among fibers in resistance to weakening through exposure to light and radiator heat.

Ask for fabrics of Chromspun when you plan modern or traditional rooms. Look for them too, in bedroom ensembles, comforters, shower curtains and closet accessories—as well as in decorative fabrics by the yard.

CHROMSPUN is the trade-mark for Eastman color-locked acetate fiber.

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

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Texas Ware is for people who enjoy living . . . like it fresh, simple, relaxing, carefree. San Jacinto Contemporary is the newest achievement of designing noted for trend-setting styles, pace-setting colors in molded dinnerware. Porcelain-delicate, with the new look of texture, it sets a gracious table . . . breakfast, luncheon, patio dining or festivity buffet. Wonderful for families who like tray meals by fireside or in the garden! Dishwasher-practical, of course, and guaranteed for two full years against breaking, cracking, crazing in normal family use. In delightful duotone colors, Texas Ware is today's most livable, givable fashion in dining ware. In most fine stores.



Service for 4, in 16-piece starter sets, gift packed. Accessory pieces and open stock to kindle your collector urge.

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Write for free color folder of complete Texas Ware line.

Green flecked with White



White flecked with Brown

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If it breaks...we'll replace it!

Write TEXAS·WARE Division, 825 Trunk Avenue, Dallas, Texas



WINDOW SHOPPING

CONTINUED FROM PAGE 40

GIVE UP THE SHIP

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it be wonderful over the
your husband's office?
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Enjoy **FRESH LILY OF THE VALLEY FOR THE HOLIDAYS!**

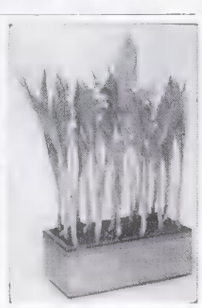
- Even when your garden is covered with snow, you can have your own fresh flowers! These newly harvested Lily of the Valley pips will bloom in your home in just 18 to 21 days.
- When spring comes, plant these same bulbs outdoors, and the following year these lovely flowers will blossom all over again in your garden.
- Bowls, themselves, in handsome solid copper, can be used again after bulbs are removed. A wonderful idea for yourself . . . a delightful and different gift for your friends.

Pips separately, with planting material, **$3.00** *per dozen*

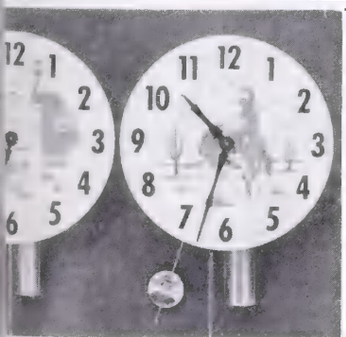
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Max Sekling Seedsmen, Inc.

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Oblong container, 8"x4", planted with 18 pips, **$8.95**



Children's Pendulum Clocks

—the perfect Christmas gift to delight the children and please the grown-ups! Clock movement is made of solid brass plates, wheels and has steel pinions. It is fully guaranteed by the reputable manufacturer. Dial is 7½" diam., enameled in white with choice of 3 multi-colored designs: Playtime Circustime and Cowboytime. Simple to operate—just pull weight up every morning. No springs to break—no electric outlet needed.

Order with confidence and assurance of prompt delivery direct from manufacturer. Full money-back guarantee if not satisfied.

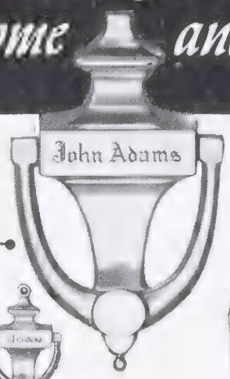
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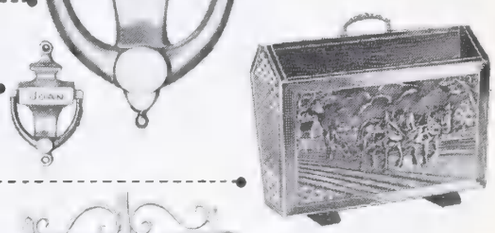
Our Exciting Values from Home and Abroad!





#20 COLONIAL DOORKNOCKER Solid brass, 6¾" long. Engraved with your name in Old English lettering. (Maximum 14 letters, including spaces.) **$5.15**

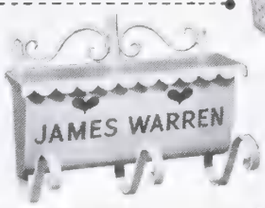
#21 BEDROOM KNOCKER Solid brass, 3½" long. Engraved with Given name only in BLOCK lettering. **$2.15**



#34 EMBOSSED BRASS MAGAZINE RACK Imported from England. 15" long x 14" high. Double compartment completely lined with wood. **$14.95**

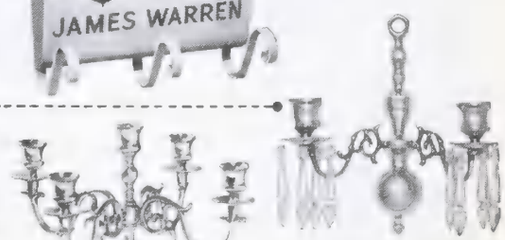
#28 WROUGHT IRON MAIL BOX Sturdy construction. Finished in rustproof Black or White. Note large magazine clips 11" wide x 9" high overall. **$9.50**

HAND LETTERING $1.75 extra

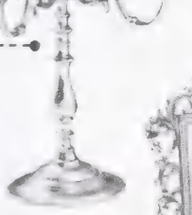


#22 EARLY AMERICAN TWO LIGHT CANDLESCONCES Solid brass with imported crystal prisms. Backs 9¼" long. **Pair $15.25**

#23 IDENTICAL PAIR Without prisms. **Pair $12.85**



#31 FIVE BRANCH CANDELABRA Solid brass. A centuries old design which fits into any decor. Unusually well made. 14½" tall. **$16.95**



CAST BRASS PICTURE FRAMES True replica of a French Provincial design. Has glass mounting and easel. In four sizes:

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#27 12"x16" (for 8"x10" photo) **$12.95**



#36 THREE DRAWER KNOTTY PINE SPICE BOX Has metal lined compartment for holding plants. Hand rubbed finish. 17" long x 4½" wide. **$6.95**

#37 IDENTICAL DESIGN With five drawers. 24" long. **$8.50**

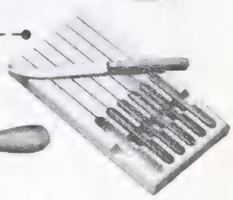


#39 BRASS LETTER HOLDER Imported from England. 5" wide x 4½" high **$2.55**



#38 THREE PIECE TEA SET Combining brass and copper. Block tin lined. Imported from Holland. Teapot is 5¾" tall, and holds six cups. The set **$13.95**

#40 SIX PIECE STEAK KNIFE SET Hollow ground steel blades with serrated tips. Rosewood handles. In attractive natural wood block. Overall 8¾" Blades 4¾" Set **$4.95**



#29 COPPER CHAFING DISH One and one-half quart capacity. Double pans. Aluminum lined. 11" high. Complete with Sterno burner. **$12.95**

#30 LARGER SIZE Two quart capacity **$15.50**



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#33 COLONIAL BEDLIGHT Brass, 3" high, base 6" diameter. Deep dish serves as convenient ash tray. **$3.95**



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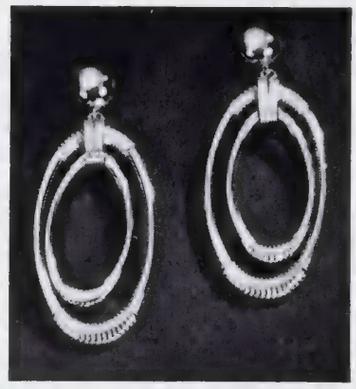
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WINDOW SHOPPIN



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pockets, and a hip p
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better than these! Sen
and height in inches.
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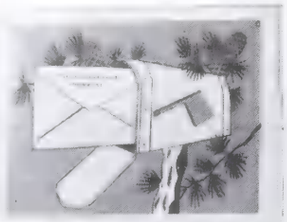


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stopping elegance, are
cated 2″ long. They
clips or screw backs,
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lyn, N.Y.



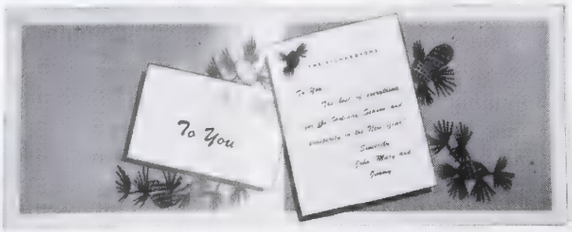
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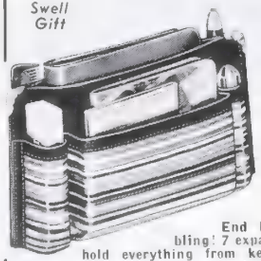


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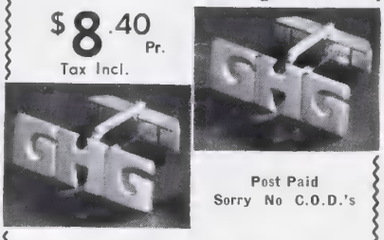
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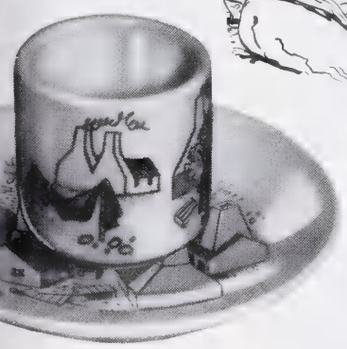
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From **Denmark**

Denmark's most prominent black-and-white illustrator created this delightful scene for this ceramic set, especially for members of the Around-the-World Shoppers Club. Each piece is signed by the artist himself and the set is fast becoming a real collector's item.

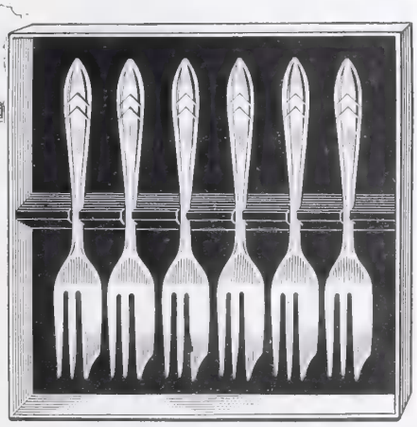


From **France**

Where but in Paris would one find such an enchanting *frivolité* for milady as this dainty perfume flacon! We discovered it in a small studio in the city . . . a perfect little thing of etched metal and gleaming blown glass—with its own tiny metal funnel for transferring your scents. It is purse-sized for handy carrying, yet it also makes the most adorable ornament for the vanity table.

From **gland**

ite 6-piece setting
ited English pas-
as forged in the
y of Sheffield, a
neant fine cutlery
mbus sailed for
n honored Shef-
ade up this exclu-
at our request
-the-World Shop-
embers.



From **Holland**

In our search for fine *Delft's Blue* articles, we went right to the source—Holland—and found this beautiful twilight Dutch lamp. How they get the shimmering blue and white effect in both the base and the shade is a closely-guarded trade secret; all we know is that it is hand-made, hand-painted and utterly charming!



Lamp stands over 8" high

TO INTRODUCE YOU TO THE PLEASURES OF BEING A MEMBER OF THE

Around-the-World Shoppers Club

Wouldn't you like to go shopping around the globe with a traveller who knows where the *finest merchandise* and *biggest bargains* are? Wouldn't you like to visit distant lands, shop ite gifts in exotic bazaars, go ntastic Old World workshops, ve craftsmen create beautiful n their ancient skills? Best of 't you like to make your home lace" with the exciting gifts chased—*for just $2.00 each?*

lling Surprise Each Month

duce you to the thrills and en- shopping abroad, let us send tiful gift from a foreign land rge! Then, as a member of the -World Shoppers Club, each will receive a surprise package u direct from the country of d with it will come a colorful elling all about your gift! u actually see the articles you just $2.00 each, you'll wonder how the Club can offer such tremendous bargains even from abroad! The secret, of course, is that foreign nations need U. S. dollars to support native industry, and offer the Club unheard-of values in exchange. Members thus benefit and help improve world conditions at the same time.

Join Today by Mailing the Coupon

So—come aboard our magic carpet and let's set out on our shopping trip! When your gift packages begin arriving, covered with fascinating stamps from distant lands, you'll be delighted you joined the Club! However, if you become displeased in any way, simply resign membership and your unused payment will be refunded. Furthermore, if you are not delighted with your first selection, keep both the selection and your bonus gift and receive a full refund!



NOTE: Our supply of the specially selected gifts offered here is limited; may we urge you to mail the coupon today to make sure you will receive the gift article you have chosen?

ND-THE-WORLD SHOPPERS CLUB, 71 Concord St., Newark 5, N.J.

GIVE A GIFT TO SOMEONE SPECIAL!

What gift could be more intriguing than an Around-the-World Shoppers Club membership? Gifts are so precious! Friends are reminded of your kindness month after month!

Around-the-World Shoppers Club, Dept. J
71 Concord St., Newark 5, N. J.

☐ No. 259 Ceramic Set ☐ No. 261 Pastry Fork Setting
☐ No. 260 Perfume Flacon ☐ No. 262 Twilight Lamp

Please enroll me as a Member and send me the Gift I have checked above *without charge.* Also start regular monthly shipments of the Club's selection of foreign merchandise, to be shipped direct to me from countries of origin and to continue through the following term of membership:

☐ 3 Months.....$ 6.00
☐ 6 Months..... 11.50
☐ 12 Months..... 22.00

I enclose remittance for .....

Name .....

Address .....

City & Zone.....State.....

(NOTE: The U. S. Post Office Dept. charges a service fee of 15c for delivering foreign packages, which is collected by your postman and cannot be prepaid.)

(Please use additional sheet for gift subscriptions)

References: Franklin-Washington Trust Co., Newark 2, N.J.



MOSLEY'S OF CHICAGO SPECIAL SALE

★ MONOGRAMMED SHOWER CURTAIN only **$9.95**
★ Matching window curtain, plain or ruffled pair.....only $5.95

MONOGRAMMED TOWEL SET
★ 6 pieces (2 bath, 2 hand, and 2 wash cloths).....only **$14.95**
★ 12 pieces (4 bath, 4 hand, and 4 wash cloths).....only $27.95

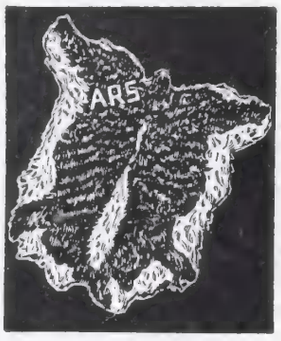
Prices include monogramming and postage prepaid

Fine 6' x 6' taffeta shower curtain is water repellent, mildew resistant, quick drying, long wearing. Luxuriously thick Calloway towels are extra large, extra absorbent, with rich, deep softness that lasts for years.

Choose one color for shower curtain or towels from gray, dark green, French blue, rose, green, yellow, peach, white, pink, chartreuse, flamingo, dubonnet, brown, orchid. Black (shower curtain only). Monograms in any color you designate.

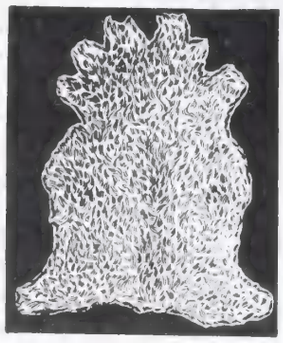
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Dept. HB-11, 11 East Washington St.
Chicago 2, Illinois

Glamour Gifts by
BRANDICALF



HIS INITIALS BRANDED ON THIS
GENUINE CALFSKIN RUG

Jr. Buckaroo or Sportsman, these silky, short-haired calfskins are perfect for his bedroom or den — for floor or wall. Soft yet durable. Sueded back. 3 initial brand (print initials desired). Choice: black or brown with white. App. 5 sq. ft.—**$12.95** PPD. 6 to 7 sq. ft.—**$17.95** PPD. Unbranded—**$1.00** less.



SHE'LL ADORE THIS LUXURIOUS
SHEEPSKIN "Snuggle-Rug"

Give her that "lap-of-luxury" feeling with these deep, silky sheepskins to scatter beside her bed—before her fireplace—in her playroom. Cloud soft, they make cold morning risings a joy. Choice: cloud white or honey. App. 8 to 9 sq. ft.—**$12.95** PPD.

ALSO AVAILABLE — sumptuous extra-long 5" hair "BUNNI-BEAR" sheepskin rug—silky soft, cloud light. App. 9 sq. ft., white only **$17.95** PPD.

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UNIQUE LEATHER GIFTS
Room B11-3, 157 Federal St., Boston, Mass.

PRETTY and PRACTICAL



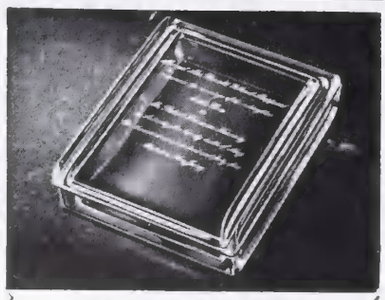
PERSONALIZED Perfume Bar



Perfect for milady's boudoir. Removable perfume vial fits into 2½" clear lucite holder with colorful, realistic rose imbedded. Her initials in 23 karat gold.
$2.95 postpaid

EAR RING CASE
for traveler or stay-at-home. Made of red moire, taffeta with grey lining and 6 pockets lined with grey velvet. Ties to 2"x3". Protects fine jewelry and keeps it handy. **$2.50** postpaid.

Satisfaction Guaranteed
KYSETH JEWELERS Dept. B-11 Kyseth Bldg., Clarion, Iowa



MEMORY BOX

Commemorate The Big Event—be it a wedding, a graduation, an anniversary, a testimonial dinner. Simply send us a copy of the invitation or announcement and we'll etch it in perfect reproduction on the lid of a fine Fostoria glass cigarette box. Handwritten messages reproduced, too, for a very intimate gift. Size, 5¼ by 4 by 1¼. Gift-boxed and shipped direct, if you like. Ten days.

$8.95 *postpaid*

Complementing ashtrays, 4¼ by 2¼, etched with first names:

$5.00 *pair, postpaid*

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HOLIDAY HOUSE
111 Bellevue Theatre Bldg., Upper Montclair, N. J.



WINDOW SHOPPIN



'TIS THE SEASO JOLLY and here's tion-of-the-year for y or centerpiece. A sleigh is drawn by 4 reindeer candle holde sleigh with Christmas or with greens. Comp red candles, 10½" sle reindeer, $2.95 plus 2 8 extra candles, 7 House, 15 Cole Cou ville, Illinois.



APPLIANCE SLIP fit over your mixer an and suddenly you feel tling while you work. ton with black letterin cover ($2.95) promise Mixer I will *Bee*." To ($2.50) warns "Hot T the *Butterfly*." Bee an are appliqued cuties. S fit all appliances. P them from Elron Pro W. Chicago Ave., Chic



GIVE HER THE T she'll turn out a doll- that even her most delic will wolf down. A se num kitchen utensils scale, includes a 4½" that really perks, a w kettle, a 6¼" roast broiler, frying pan, pan and angel-food Every piece actually w ppd. Artisan Galleries Haskell Ave., Dallas 4



CHILD'S CAPTAIN'S

Carbon Copy. You and your offspring w little captain's chair copied after the a just for them. It may be finished in bla or antique maple or pine. The turnings c selected New England hardwood and th of pine. The over-all height is 21½" and from the ground to the seat is 13". Ship 8 pounds. Only $12.95 Express Collect.

TEMPLETON CRAFTS
Dept. 99 **Templet**



IMPORTED
ITALIAN DECANTER

Hand made, blown glass spout-decanter with built in compartment for ice cubes. Keeps liquids cool on the table, without diluting them! Ideal for martinis. Perfect for serving wines, juices, iced coffee or tea, all cool drinks. Light green glass, colorful natural raffia holder. 12½" high, holds 1 quart.

IMPORTED
ITALIAN CRUET



Hand made blown glass. Pale green. Two separate bottles in a double basket holder of natural raffia. Each bottle is a beautiful individual serving piece; holds 6 ounces of liquid. 9" high. **$3.50** ppd. *Send Check or Money Order.*

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...as your introduction to an exciting idea...the SHOP-THE-WORLD CLUB!

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ted for fine rmingly deco- ly carved figur-

proudly carry ations of ham- scarabs, and

for its carved arves, pierced masterpieces of

handmade jew- l small replicas ture revive the ies.

lacquered trays, tely decorated are mystery of

THE AMERICAN DOLLAR is worth so much more abroad that our London representative was recently able to snap up a large number of these stunning silver-plated English Egg Spoons at a very special price. Now we would like to send you a set of them ABSOLUTELY FREE—direct to your home from England.

This is the unique way we have chosen to acquaint you with our exciting new SHOP-THE-WORLD-CLUB!

Like a Shopping Trip Around the World

Suppose *you* could make a leisurely shopping trip around the world . . . browsing through charming gift-shops in Switzerland, Germany, Italy, Sweden: native bazaars in Egypt, India, Turkey; smart specialty shops in France, England, Belgium.

Imagine selecting the loveliest, most intriguing gifts from each of these faraway places—local products world famous for their quality; marvelous native handicraft; exotic mementos of world travel—and then having them *sent direct from there to your home in America (duty-free and postage-paid)—EACH FOR ONLY $2, OR EVEN LESS!* The SHOP-THE-WORLD CLUB has just been formed to *bring* you this thrill!

How Postwar Conditions Made It Possible

So many countries today have *plenty* of willing hands, *plenty* of fine native products—but a *shortage* of the American dollars needed to buy American goods. To *get* American dollars, foreign merchants are glad to offer amazing values to our representatives.

Thus, your $2 can be used abroad to purchase a gift that would ordinarily sell for as much as $6.00 in the U. S.—if obtainable here at all. At the same time, you are helping the people of the other free nations the *best* way, through "Trade, Not Aid."

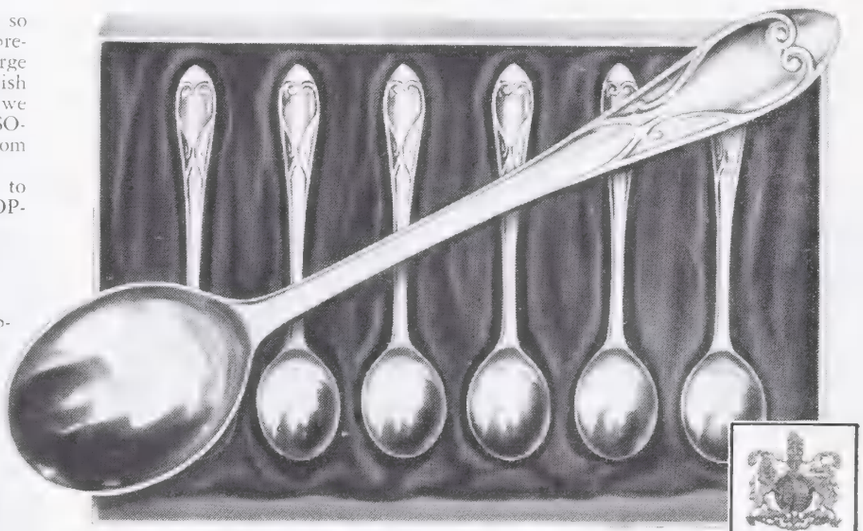
An Exciting Monthly Adventure—For Only $2

Imagine the thrill you'll get each time your postman hands you a mysterious-looking package covered with foreign stamps and postmarks. Inside you may perhaps find an intricately inlaid cigarette box from Lebanon. Or a richly tooled, multi-stained Florentine leather creation from Italy. Or a strange primitive wood-carving from Africa.

Some of these gifts you will want to display proudly on your coffee table or fireplace—as conversation pieces your friends will be sure to admire. Some will be beautiful accessories or keepsakes to wear or to carry with you. Some will make perfect gifts on Christmas and birthdays, much more expensive-looking than their actual cost.

No Dues or Fees—Resign at Any Time

Membership in the Shop-the-World Club is free. You pay no membership dues or fees, no customs duty, no postage. You pay only for the regular monthly selections on the Three Months Plan (3 gifts, $6.00), or the Six Months Plan (6 gifts, $11.00), or the Twelve Months Plan (12 gifts, $20.00). You may cancel your membership at any time; then the unused portion of your payment will be refunded in full. *In fact, if not delighted with your very first month's package from the Club, we will refund your ENTIRE payment—and you may keep both your first regular monthly gift AND your Egg Spoons as ABSOLUTELY FREE GIFTS!*



WORLD'S OLDEST SPOONS! These attractive Buckingham pattern silver-plated English Egg Spoons are perhaps world's oldest known spoon design, brought by the Romans to barbarian Britain two thousand years ago. Its gracefully-pointed handle was originally intended to aid in eating shellfish. Its rounded bowl was shaped to scoop out eggshell. Spoons are beautifully and durably made by England's largest cutlery firm.

"By appointment of his late majesty King George V." *(Inscription on box.)*

Become a Charter Member—MAIL COUPON NOW

Join as a Charter Member (for yourself or for someone else)—*right now*, while this special Charter Membership offer of 6 free silver-plated English Egg Spoons is still being made! Mail the coupon *at once* to **SHOP-THE-WORLD CLUB, 408 Summer St., Boston 10, Massachusetts.**



THIS CHRISTMAS . . . GIVE A GIFT THAT KEEPS ON GIVING

A membership in this Club is a most original Christmas gift, ideal for friends or business associates. Each month the recipient receives another exciting surprise from abroad. Just write person's name and address in coupon, or attach separate list. Before Christmas we'll send recipient the *free* "Mystery Gift," the first monthly gift, and a gift-card bearing your name.

Shop-the-World Club
408 Summer St., Boston 10, Mass.

☐ Please enroll me as a member and send me, ABSOLUTELY FREE, the set of Six English Egg Spoons direct from England, postage paid and duty-free. Also, start sending me each month your latest gift-from-abroad, to be shipped direct to me from the country of its origin. If I am not completely satisfied with both my Free English Egg Spoons and my first regular monthly gift, I may keep *both* ABSOLUTELY FREE and you will refund my payment IN FULL.

I enclose $..... for the following term of membership:

☐ **3 months–$6.00** ☐ **6 months–$11.00 (You save $1.00)** ☐ **12 months–$20.00 (You save $4.00)**

My Name .....
(Please Print)

Address .....

City & Zone ..... State .....

☐ Please enroll the following person for the number of months checked above and include a gift-card bearing my name.

Recipient's Name .....

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ORDER NOW FOR CHRISTMAS!



The BEAUREGARD CHAIR

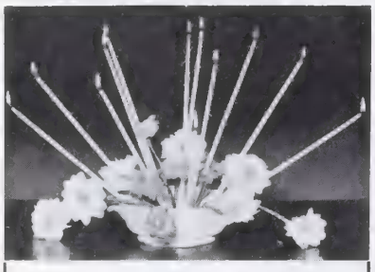
Beautifully hand-carved and hand-crafted reproduction in SOLID HONDURAS MAHOGANY. Deep Rose Carving. Large, full size chair, 44 inches high—26 inches wide—30½ inches deep. Double doweled in all joints with nine eight-way hand tied coil springs in the seat. Full web construction. Select from six colors in finest quality antique velvet: Kelly Green, Dusty Rose, Light Green, Gold, Red, or Light Blue. Please send check or money order; no C.O.D. **$119.50**

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Christmas CANDLELIGHT FROM DENMARK

Decorative accessories to light your home for the holidays . . . or for thoughtful gift-giving.

"Pia Pincandles"—Slender, 16", hand-dipped *dripless* candles in fresh, vivid colors. They'll inspire you to many "conversation piece" arrangements! Red, White, Yellow, Pink, Blue, Green, Lavender or Black. Beautifully boxed to keep or give.

Set of 24, all one color, $2.50 ppd.

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FOOTED BRASS BOWL with PERFORATED COVER



Perforations hold Pia Pincandles, flower or foliage stems, and center well holds standard candle. Use bowl without cover for nuts, popcorn, floating flowers, etc. Wonderfully versatile!

4½" high, 6½" diam. **$9.95 ppd.**



CANDLE ARC

Graceful curve in polished brass . . . holds 5 Pia Pincandles. 7" long, 2¼" high. **$3.95** each, **$7.50** pair, ppd.



CANDLE CIRCLE

Brass pan for flowers holds 6 Pia Pincandles around perimeter. 6½" diam., 2¼" high. **$8.95** ppd.

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SALTWATER FARM WILL SHIP LOBSTERS

barrel to anyone living within 1,800 miles of Damariscot And *live* delivery is guaranteed for any date you specify. S from a gorgeous, personal experience, we can tell you that th fresh Maine lobsters are marvelous. They weigh a minimun lbs. each. They're packed in chilled rockweed and are nursed and iced en route to you. When you get them, just barrel top; take out the cooking can; puncture hole in top qt. of salted water; and put on stove. 15 minutes after steam appears, they're ready to serve. Send Saltwater Fa Certificates and let your friends order the lobsters for any want. 8 lobsters and ½ peck steamer clams, $14.95; 16 lobs peck of steamers, $23.50; 10 lobsters, $14.95; 20 lobsters, Exp. coll. Saltwater Farm, Damariscotta, Maine.



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Wow! What man woul on this! Just plug it 110-volt AC outlet and a professional shine in It automatically switches too much pressure is a your polished gentlema worry about leather "bu ishing head is removabl cleaning. $29.95 ppd. C Buckley, 1141 Connecti Washington, D. C.



THE MAN YOU L

love you even more if him good white hand for Christmas. (Where hankies disappear to, These are white Swiss s hand-rolled hems, and any first name embroi color. $4.95 for box of hankies, also embroide any first name, same pr paid from Mosley Line Washington St., Chicag



PRINCESS PERSONALIZED SEWING BASKET

answers all gift problems for birthday, showers, etc. Smartly woven of extra heavy wicker fibre: finest chip-proof enamel finish. Delicate pastel colors of Heaven Blue, Flamingo Pink, Nile Green or Jonquill Yellow. Bright floral decoration on cover. Top and bottom warp and crack-proof masonite. Cord holds basket and top for easy carrying. 11" diam. 6" deep. Complete with 8 spools of thread ..... **$3.95** ppd.

Initials extra—35c per set of two, 50c for three.

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A BEAUTIFUL, PRACTIC



"Durawear" ind *hand-painted* "H tea-aprons ar designed, di beautiful, look cost five times do! Entirely No launderi like magic. NEW your fr admire and t Choice of 4 binations: w red trim, white trim, white w trim, black with white trim. S *ABSOLUTELY GUARANTEED.* P color combination desired.

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Special 6 Holly Tea A Assorted only $5.0 Postp

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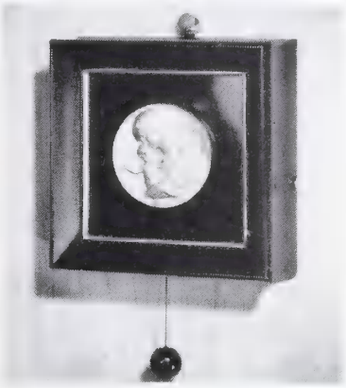
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hildren in for supper,
your husband to the
our guests for a cock-
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m a pony shoe. Black
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Child is framed in a
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The world's finest hand hooked rugs in all sizes from 2' x 3' (only $3.75) to 12' x 18' (only $137.50). Round, oval, oblong; 10 decorator designs. Long wearing, luxuriously textured in colorfast long staple cotton yarns. We'll send information on sample rugs.

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only **45¢** a sq. ft. for standard sizes

You'd regularly pay 75¢ and more for this quality. Our custom made price only 45¢ a sq. ft. for standard 9 ft. (width or length) sizes. Special sizes, 50¢ a sq. ft. Light natural color. Bleached white, checkerboard, 36″ squares also available. *Send 60¢ for sample square.*

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in decorator colors

9' x 12' only $52.50 ppd.

Square patterned rugs woven seamless in gray, beige, yellow, green, brown, or off white. Send 50¢ for sample square. Specify color.



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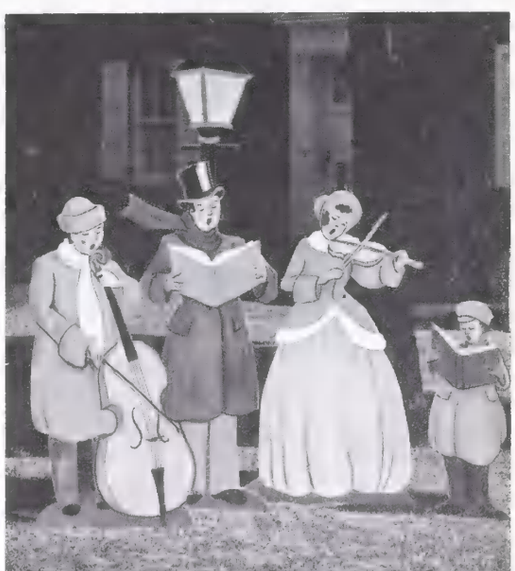
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equipment $3.95 extra. Shipped express. Shipping charges collect. Price $48.00



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Magazine Master

For the large wall, above a table or desk. Ideal for the office. Holds 60 Magazines. Same finishes. Size 45" x 27" **$32.50**



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This large, handsome wall rack holds 30 magazines in upright position where each is visible for convenient selection. For living room, study or playroom . . . ideal for office and reception room. Finely hand crafted in satin smooth honey tone knotty pine or lovely mahogany finish. Size 23" x 27"... $17.50

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Dept. BII-3 No C.O.D.'s

No. Conway, New Hampshire



KID-E-ARTIST

Paint a picture! Wipe it off! Paint some more! Hours of fun for juvenile artists with brilliant, *non-toxic, washable* paints on plastic sheets with miniature stand-up easel. Easy-to-copy pictures, paints, water jar, brush and instructions all for **$2.50.**



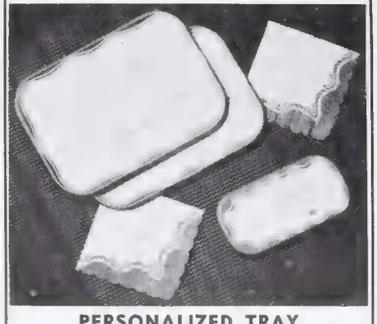
TETE-TETE MARTINI SET

Gold-stippled glass cocktail set for two, with Georges Briard's Balloon Design in black, gold, aqua, bearing motto: "The higher you go, the harder you fall," with two handblocked pure linen napkins, beautifully gift boxed for **$5.75.** Order extra napkins, set of 8 for **$2.50.**

MAN'S SIZE



Smart black metal bowl with rubber-tipped safety legs and removable cigarette grille plus California white sand make this *THE* ASH TRAY *PLUS!* Only **$2.95.**

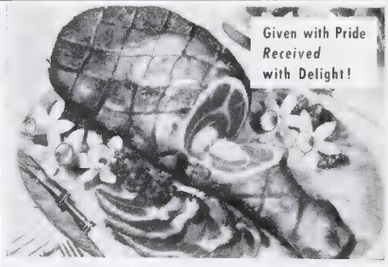


PERSONALIZED TRAY AND SNACK PLATES

Beautiful, smart, disposable! Four-in-one tray plates serve a whole meal; snack plates perfect for card, television parties or children's snacks. Trays and plates have deep wells dividing cup and food spaces, are white with red or green borders and have your first or family name or initials imprinted in red, green or gold. Tray plates (12"x8¾") 25 for $2.95; snack plates (8"x4") 50 for $2.75; matching napkins, 50 for $1.25; 100 for $2.25.

All items sent Postpaid.
Send check or money order; no COD's.

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POMONA KANSAS
Send for our free gift catalog.



Joyner's of Smithfield Genuine Aged Virginia Hams and Bacon for Christmas — and the whole year through. Direct from Smithfield, Virginia to you and your gift list.

Peanut Fed Hams, cured with blended spices, slowly smoked over hardwood fires, aged for many months in the ocean breeze. Nothing could be finer!

***BAKED HAMS*, per lb. $1.85**

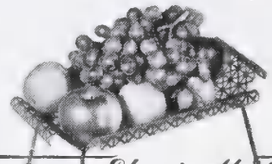
Each Ham fully cooked, 8 to 12 lbs., baked in its own natural juices. Nothing added. Nothing needed. Coated with sugar and cloves.

***UNCOOKED HAMS*, per lb. $1.15**

12 to 18 lbs. each — Identical recipe furnished — Identical results assured.

Add 5c per lb. West of the Rockies. **Postage prepaid. Satisfaction guaranteed.** Send me your gift lists now for Thanksgiving and Christmas, advising delivery dates desired. Personal cards enclosed. Send check or money order. I will refund or bill you for any difference. Write for list of other fine foods and confections.

JEAN K. THWEATT
Dept. H, 202 Hagood Street
Birmingham 9, Alabama



Eboni-Modern

FRUIT TRAY

Serve in style with this handsome tray . . . easy to pass around, ideal for buffet service. Tray is dull-finished black wrought iron, perforated in the structural simplicity of triangles, edges gracefully rolled. Legs are rubber tipped to protect your table tops.



Just the right size . . . and in good taste, too . . . for bread, hot rolls, frosted sandwich loaves, desserts. Dozens of other uses.

$2.95 Postpaid No c.o.d.'s.

13½" long, 8½" wide, 5" high. Guaranteed to please or money cheerfully refunded.

Perk up your home. FREE brochure offers smart, practical suggestions. Write Dept. 20.

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WINDOW



MUSHROOM CASS

We've seen a lot of o ware in our WINDOW wanderings, and we t the smartest. Made i the green glaze is so that it can go right in and the handles on the ceramic mushrooms. diameter, $5; 7½", $12.50. Add 50¢ po Peacock, Chicago 3, I



THE MISTLETOE

Ogden Nash's verse te actly what to do wit with which would you A pretty good book girl? If in doubt, wall lass, And kiss her und tletoe glass." 12-oz. sh glass is decorated with tletoe and kissin' cou green, white, and gol ppd. Berne Marling, Ave., White Plains, N



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AGED

Country Cheeses

GIFTS YOU CAN'T BUY IN STORES

Delicious, *natural* cheeses, aged in the real old-fashioned way in America's Little Switzerland. Favorites all: June-cured Swiss, old-fashioned Brick, Aged American, Golden Port Salut, and a Gouda. Beautifully packaged.

Mailed direct to you and your gift list. Prices include shipping costs and delivery - guaranteed in U.S. No shipments outside U.S. except A.P.O. - F.P.O.

Pack 4E – RED BOX – 4lbs. **$5.65**
Pack 5E – LARGE RED BOX – 5½ lbs. **$7.65**
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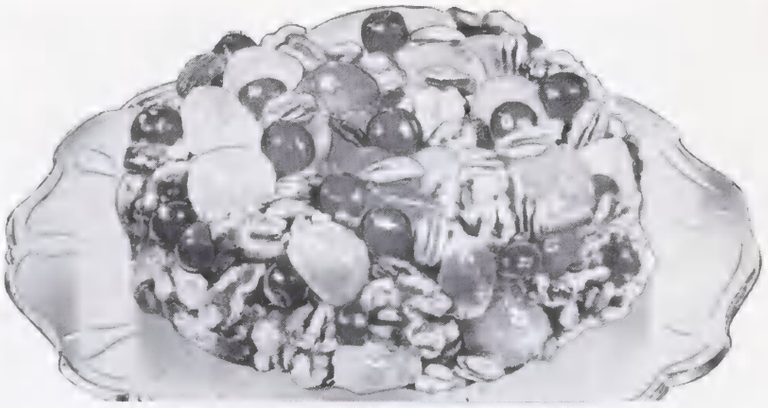


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No Other Like It In All This World! Imagine, great big tender cherries, huge pieces of moist pineapple, whole miniature pears, crisp crunchy nuts—all in a cloud-like heavenly batter. That's Mission Pak Fruit Cake! No small pieces of dried fruit in this magical concoction. Wonderful for gifts, great to have on hand for guests. Sure to please. Shipped PREPAID anywhere in the U.S., gift wrapped, Christmas card enclosed.

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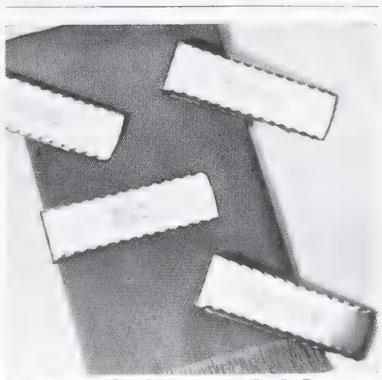
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2 for $1

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Look what this Table will do!

This blonde mahogany coffee table "twirls-up" to become a card, luncheon, or occasional table



Here is a table that will add a sparkling modern touch to any room. Beautifully proportioned in design, expertly built, and so useful yet moderate in price. Because of our exclusive feature the table rises from nineteen inches to twenty-nine inches by twirling the top!

Superior to any type of folding table, it is firm and steady at any height, because the threaded steel support, which rises out of the pedestal is precision tooled. Locks at any height. The blonde mahogany (light wheat color) top is beautifully finished in stain-proof and alcohol-proof lacquer. The base of wrought iron is finished in flat black lacquer. Top measures 30" x 30". When used as a low

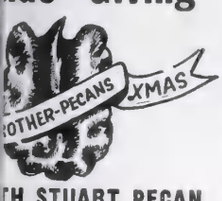


FOR CARDS FOR LUNCH FOR WORK

table 19" in height, but "twirls-up" to 29" in height when used as a card or luncheon table. Delivers prepaid at **$38.50.** If you prefer the finish in maple, ebony, or brown mahogany add **$2.00.** Use check or money order.

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with beautifully handwrought initials in Old English or block.

The letter rack, made of solid Mahogany or Walnut, with its antique copper plate is handsome on a man's desk.

The handwrought initialed copper waste basket qualifies for home or office and makes a very special gift.

Immediate delivery

Letter rack 5" x 9"	$10.00 postpaid
Waste basket 14" oval	$15.00 postpaid

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Our catalogue will interest you. Please write for one.

Christmas greens from Washington's "mighty rain forests"! We will send you a carefully chosen assortment of fresh fragrant evergreens — enough for your house and your neighbor's too. The box contains coniferous evergreens ★ Fir, Pine, Juniper, rare incense Cedar and assorted natural cones, and, for **contrast and variety,** the broad-leaved evergreens — Holly, Manzanita, Salal and a spray of Mistletoe. Besides this bulging armload we send you two beautifully decoments, one — to hold to the ever **important Christmas** — a **symbolism** of keeping mounwreath of long- with a red bow tain fir trimmed two—in pleasant (illustrated), and variation—a less traditional center or mantelpiece with **color emphasis** of chartreuse, forest green and gold made of unusual pinon cones and pine, candles and ribbon. Send money order or check — **only $7.95.** From **Eunice Curtis,** Hilltop Community, Route 2, Bellevue, Washington. Shipped prepaid. Remember, we guarantee you complete satisfaction.





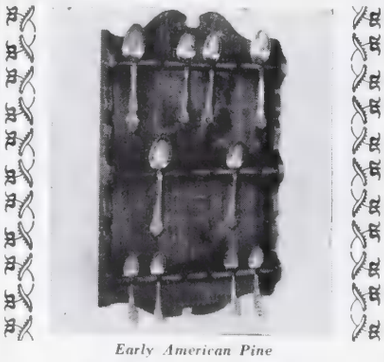
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Now you can really boil eggs to suit any taste; any timing up to 5 minutes; without burning fingers. New imported egg boiler with hour glass combines exact timing with safe cooking. Rack holds 4 eggs; lifts in and out of boiling water easily. Rustproof steel wire; heat-proof glass timer will not crack in steam or hot water. **$1.00**

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SPOON RACK

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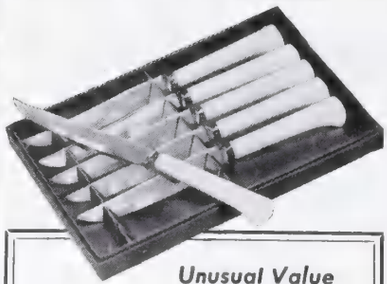
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- Guaranteed Quality
- Each blade finely serrated

Gleaming, mirror-bright stainless steel with pistol grip—easy to hold . . . Ivory white handles make these steak knives beautiful enough to grace your finest table setting.

Makes a handsome, long-remembered gift!

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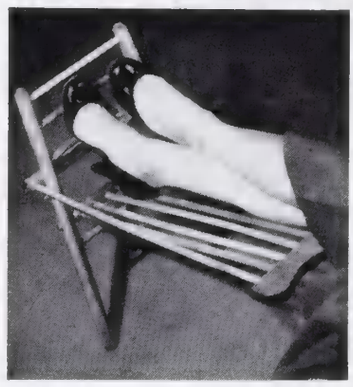
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IT'S SAUCERY, she the way these English cups and saucers a They are $1.75 each! six different designs, of each would make wedding gift, mother-i ent, "collector's item six is $8.25; set of f set of two, $3.25. Ppd. from The Krebs, Wes



TOOTSIE, GOOD- Christmas shopping d rush home and rest y strollers on this pretty There is nothing quite as stretching out in a c chair, sipping hot tea. feet up. Wonderful fo Footrest is only $3.9 worth many times th W. Kellogg Co., 38 H Springfield, Massachus



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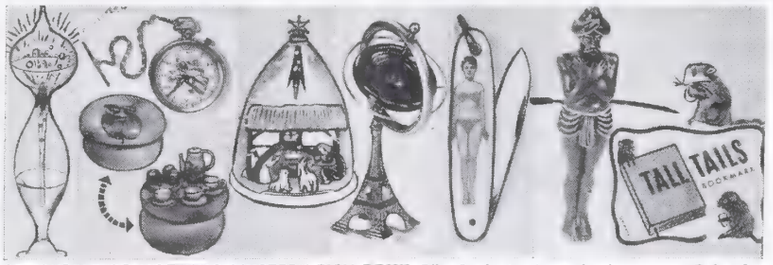
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14. Spectacular Ship 5½" . . . . . doz. **$6.00**



15. DELIVERY BOY—Metal. Runs on friction motor, no key needed, rubber wheels. Legs pedal madly, neck goes up and down, doesn't expect tip! 6"x4½" . . . . 3 for **$3.25** or ea. **$1.25**
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ZIPLOC Watch Band



For the Men on Your Gift List!

Here's the sort of handsome, functional gift every man goes for! Smart new ZIPLOC watch band has no buckles, no holes . . . just ZIP and it's open; ZIP and it's closed. Attaches in a minute to any wrist watch, fits every wrist. Can easily be pushed up on arm when washing. Genuine natural pigskin.

only **$2.50** ppd.

BODINE'S OF BALTIMORE

FOR INTERESTING GIFT IDEAS— SEND FOR OUR CATALOG

444B Belvedere Ave., Baltimore 12, Md.

MATCHING CIGARETTE SET



Hand carved from solid walnut and modelled after Old English knife boxes, these sets make a stunning gift or addition to your own living room. 5" high. Solid brass fittings. Evans lighter. **$35** a pair (separately Lighter $20, box $15) postpaid. Guaranteed.

DOUBLE CASSEROLE



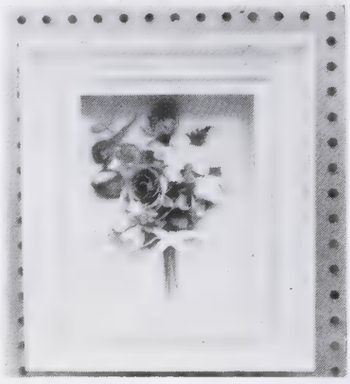
Striking copper, wrought iron and snow white oven-proof china. Beautiful and perfectly practical. Each casserole holds 2 qts. Alcohol burners keep food warm for hours. Guaranteed. **$25** postpaid.

FREE—Write for New Catalogue

TAYLOR GIFTS
Dept. D2, 134 N. Wayne Ave., Wayne, Pa.



WINDO



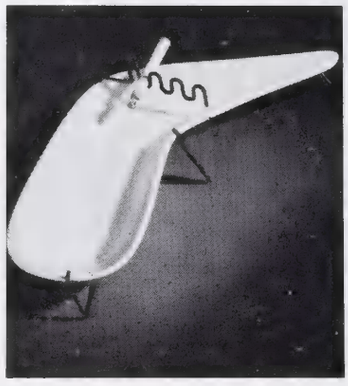
ARE THEY FOR

Yes they *are* for real ful beyond belief. Flowers are real flow to last by a magic a process. The sweet arr styled by a Garden C are framed in a gol gesso shadow box wi gray background. Con glass for protection, 6 over all, $7.95 ppd. Th cut Yankee, Sharon, C



KANGAROO SH

have your small bounc over gullies, flying thr in one big stride like r All metal shoes are pe anced on sturdy stee adjustable and safe to 12. Rubber-shock cushion each thrilling ppd. No c.o.d.'s. Add Miss. Russell Snow R-61, Waltham 54, Ma



BOOMERANG AS

We've been told that made at the special re customer who wanted a that would return to h had been hurled at "j low or red crackled- long, with a black m and cigarette clip. Wit it's a snack server. Game Room, 1538 C Ave., Washington, D.C.



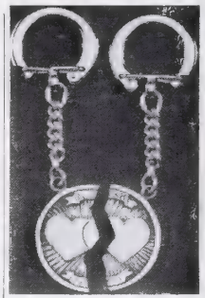
Perfect Miniature Replica WESTERN MOUNT HORSE FOR DEN, DESK OR MANTEL!

A perfect reproduction. Horse lovers rave over this absolutely authentic reproduction of a western saddle horse. Captures the real look of a live horse, even to the lovable expression in its eyes. Removable saddle. Hand decorated. 10¼" high, 11¼" long. State color wanted: Palamino, Black Beauty, White. Order one for yourself — several for gifts.

BOXER Dog
Perfect Miniature, 7½" high, or smaller replica of horse shown above—
$2.25

Priced amazingly low!
Send check or M.O.—we pay postage, or order COD, pay postman $3.50, plus postage, fee on delivery **$3.50**
Order several Now for Christmas!

GATEWAY SPORTING GOODS CO.
Dept. P-11
1321 Main St., Kansas City 5, Mo.



"MI

STERL GOOD

- For h
- moth
- sister
- paren

You will "MIZPAH Luck Co the Bible is crafte silver and tinctive other half will match.) On one sid this verse from Genesis XXXI, 49th The Lord watch between me and th are absent one from the other". side is a delicately tooled, double You wear one half, your loved o matching half.

Coin alone .....$ 6.00
Coin complete with 2 Sterling Silver Key Chains $10.00
Sterling Neck-chains .....$ 2.50
Sterling Bracelets .....$ 2.50

Prices incl. Tax & Postage
Dealers Inquiries Invited



YOUR IS GI

MOROCCAN ART C
30 Rockefeller Plaza N.Y.C

HOPPING



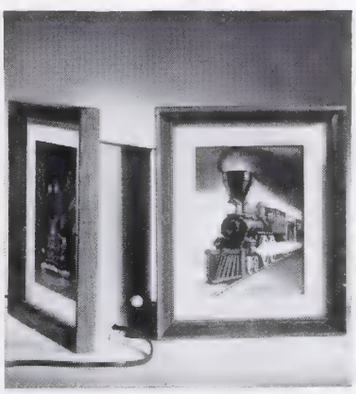
N SLIPPERS, made
are lined with cozy
, and there's absolute-
like them for after-
s with cold feet will
or drafty dormitories,
ealskin sole acts like
nbers for skis, so you
p a snowy slope with-
g. For women in full
$9.95 ppd. Outdoor
7 E. Putnam Ave.,
Conn.



AVORITE HUS-
ght begin to think of
s of mink if you pre-
with this elegant set.
cigar humidor has
importantly scrolled
olds 50 cigars. $17.50.
mes with a striking
piece for matches, also
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ow, Weston 93, Mass.



PICTURES plug in-
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ess" really seems to
the tracks. Smoke
the funnel. Head-
"On the Bayou" fea-
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es, $6.95 each ppd.
ts, Atlantic City, N. J.



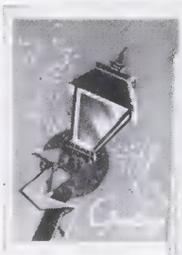


DEERSKIN GLOVES
t and durability, no other
he place of deerskin. Wash-
varm water and mild soap,
to softness. Natural cream
ng and simplicity of ladies'
s it ideal for dress or sports.
inseam, backs outseam. 5½
ated half sizes. $5.95 ppd.
ly tailored dress glove of
perfect for driving. Nylon
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10½. $5.95 ppd.
of deerskin jackets, gloves,
residents add 3% tax.

R'S INDIAN CRAFT
Petroskey, Mich



The Mirror Greeting





A real mirror serves doubly in this very unusual Christmas Card. It reflects through the cut-out lamp to make it shine like a lighted lamp. And inside, framed by a holly wreath, the person who receives it sees a reflection of himself. "Look in the mirror," says the verse. "There will appear . . . Someone **(your own family name)** Wish Holiday Cheer!" Printed in crimson with green and black. 5" x 6½" folded.

PRICES,

25	$4.95
50	8.75
75	12.45
100	16.00
150	23.20
200	30.20

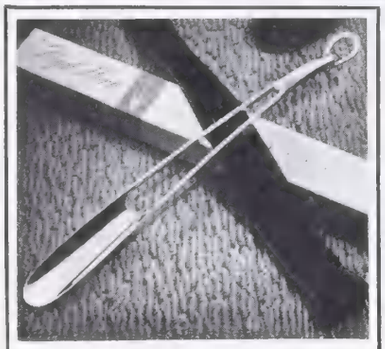
Each Card over & above 200—13c.

White baronial-style envelopes included.



Yours Free! Exciting Catalog of new and unusual Gifts, Toys and Housewares!

Miles Kimball 330 Bond St. Oshkosh, Wis.



"THE ROYAL HORN"

For all the well-shod men on your Christmas list, we suggest our Royal Shoe Horn. Large enough not to be mislaid even in the most spacious dressing quarters—truly KINGSIZE 17" long, topped with a swivel "good luck" horseshoe hook holder. Horn comes encased in a jeweler's flannel bag handsomely gift-boxed.

17" Chrome Plate Shoe Horn . . **$3.95** ppd
17" 22K Gold Shoe Horn . . . . . **$7.50** ppd

Send For Free Catalog of Unusual Gifts

Ward Phillips Co.
11 Main St., Carpentersville 1, Ill.



3-piece Outfit for Your Little Indian

Heap big Indian chief needs heap big amount equipment to carry on his tribal duties. This 3-piece outfit will give him his signs of high command. The multi-colored headdress is made of *real* feathers. Colorful felt vest is gaily decorated. Ceremonial dance rattle (made by the Indians) is covered with rawhide and hand-painted.

The complete outfit (small, medium or large—state child's age) only **$3.50**

Postage prepaid (except on C.O.D.'s)

Write For FREE Catalog

Cherokee Traders, Dept. B-6
P.O. Box 7295, Oklahoma City, Okla.

For Sartorial Sinners



RED DEVILS
Rampant on shorts of fine white cotton broadcloth. $8.50
Sizes 32-34-36-38-40.

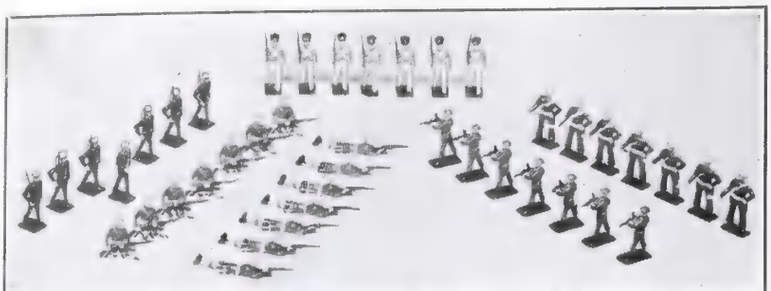


RED DEVILS on navy blue ground
Cravats of finest twill silk $6.50
Our famous brocade braces 8.50
Bow ties 3.50 Garters 2.50

Designed by Calvin Curtis available only at this shop.

Gift-boxed, Postpaid U.S.A. Sorry, no C.O.D.

Calvin Curtis
CRAVATEUR
60 EAST 55th ST., NEW YORK
"CRAVATEUR" Reg. U.S. Pat. Off.



METAL SOLDIERS FROM MANY LANDS, $1.25 set

Imported from Great Britain. Realistically designed. Colorful as the regiments, nations and periods they represent. 2¼" to 2½" high.

Imaginative young warriors will spend many active hours waging imaginary battles with them. Collectors of all ages will find them irresistible.

#120	7 U.S. military police	#112	7 men with Sten guns
#123	7 Scots prone firing	#113	7 kneeling infantrymen
#129	7 Royal army ordnance	#116	7 men with gas masks
#124	7 Scots kneeling firing	#130	6 West Point cadets
#122	7 Scotch Gordon pipers	#133	6 U.S. Marines
#128	7 Palace guards	#179	6 Canadian mounties
#135	7 standing Crusaders	#163	7 guards bandmen
#109	7 infantrymen prone firing	#C-7	7 cowboys and Indians
#110	7 army observers	#C41	8 bronze Indians

Each set, $1.25, postpaid. Any 4 sets, $4
Send 10¢ for our brand new catalogue

J. J. ANTHONY ▪ BOX 402 • MILWAUKEE, WIS.



NOW... Pajama separates in high quality Sanforized cotton broadcloth

Uppa-Jama
New longer jacket, no southern exposure!

Lowa-Jama
Boxer waistband — Gripper snaps, large pocket

$3.50 EACH Postpaid sold only by mail

Why pay for a whole pair when you wear only half? HAF-A-JAMA is the answer. All full cut for comfort... double-stitched seams throughout... tub-fast SOLID COLORS or smart BLAZER STRIPES. Also in fine flannelette and crinkle crepe. Send for free catalog. Money back guarantee.

H. M. ALLISON COMPANY, Dept. G
175 RAWSON RD., BROOKLINE 46, MASS.

Send me: Quan. | Size | Color | Jacket style ☐ Pullover ☐ | SPECIFY SOLID or STRIPE

Uppa-Jama
Lowa-Jama

In SOLID COLORS: Lt. Blue, Beige. STRIPES: Blue, Wine. SIZES A, B, C, D, E, at $3.50 each, 2 for $6.85, 3 for $9.95. *No C. O. D.'s, please.*

I enclose my check or money order for $.....

Name.....
Address.....
City.....State.....

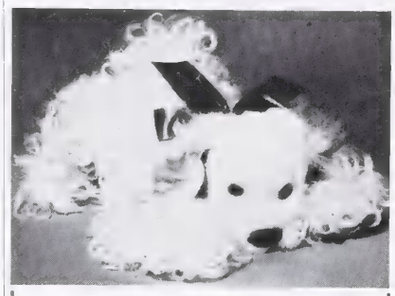


Unusual GIFT

For the CHILD who "HAS EVERYTHING"

Just hear the "ohs" and "ahs" when this graceful Ballet peeps out of the box. And, watch her face when she puts on this gorgeous costume of three swirling flame-proofed tarlatan skirts, topped by the luxurious satin bodice. In White, Blue, or Pink—Sizes 3 to 8, $11.50: 10 to 12, $12.00: 14 to 16, $13.00—all ppd. Other costumes from $5.00 ppd. Order Today; also ask for complete price list of Gift Costumes. No C.O.D.'s.

PARTYLAND
19 Dore St., Dept. B1, Boston 16, Mass.



HOW MUCH IS THE DOGGIE?

Such a little price brings you this engaging cocker spaniel that embodies all of the charm of the real animal. His coat of imported, creamy white, washable lambskin is so soft and cuddly; his body endearingly floppy. He'll captivate youngsters and grownups alike! About 15" long.

$5.50 ppd.

Sorry, no C.O.D.'s. Write for Gift Catalog.

Merrill Ann Creations
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THE PRETTIEST
LET at the prettiest
gift we'd most like to
toe of our Christmas st
any age between ten
It's handmade of ster
and the monogram ban
three cut-out initials in
oval. Sophisticated ide
for just $6.95 incl. tax
High House, 326 W.
New York 1, N.Y.



A BEAUTY FOR B
beats anything we've
glamorizing the bartend
by, Angostura. It's a sq
tal bottle with a chro
shaker top, and comes
with a three-letter n
Underline the last init
about 10 days for deliv
ppd. Holiday House,
vue Theatre Building
Montclair, New Jersey



CIGAR STORE IN
your Big Chief's desk
Evans lighter in his
headdress. Made of bron
and hand-painted in vi
colors, the front panel o
estal base is personal
any name you specify.
8" high and doubles a
posing paperweight. $
Carol Beatty Co., Roon
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LUXURIOUS *Red Suede Slippers*

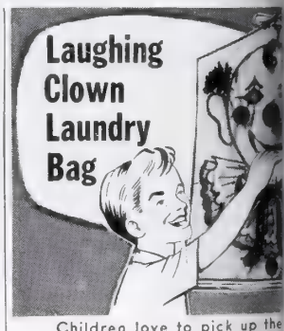


You'll be delighted with these bright red lounging slippers lined with imported natural lamb's wool. You've never seen anything so beautiful; you've never owned anything so comfortable. Soles are durable cowhide. Men's sizes 7 to 13; women's size 5 to 9.

(Send shoe size) .....**$9.50** ppd.

Johnny Appleseed's
Box 712 **Beverly, Mass.**

Laughing Clown Laundry Bag



Children love to pick up the
when Jack-Jack, the laughin
helps them. They pop their soile
right into his wide open mouth—
up to 5 pounds of laundry. Th
cal good-habit-former is gaily
in bright circus colors and
heavy gauge plastic bound in
full width bottom zipper empti
a moment. Use any standar
on door or in closet. Orde
today for the little ones in
$2.00 postpaid; Add 2% sale
D. C.



HOPPING



RS OF SHOES! this fabulous piece olds. In Farquharson en predominating), own duck, or wheat leather bound—the compartments are f you want to use it luffle bag. With your $24 including tax and r 12 pairs of shoes, nd it at T. Anthony, Ave., New York 21.



YOUR NECK IN be a dream-come-true tle for a Mink Kerlous, flattering, fashiral ranch mink has tly worked into a r triangle with a slipsing. Wear it with a a suit, a cocktail tel wool dress. $27.50 and postage. Harold 56th St., New York.



T RED TUB will corner of the nursery like a roly-poly poremind the romper ck up their toys. It Buster's blocks and 's dolls and coloring comes with alphabet als so you can perourself. 12½" wide, with white nautical $3.95 ppd. Black & e Centre, N. Y.



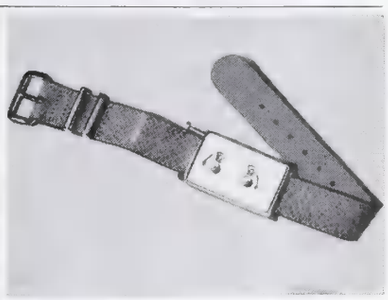
NEW XMAS GIFT
dren . . . only $1.00

Here is the most wonderful Xmas Gift of all—and SO inexpensive! Send us your favorite snapshot, print *or* negative, of your child, family, pet, etc. We will enlarge it and make a lifelike JIGSAW PUZZLE so natural, so touchingly personal, it will rt and capture the imagi- youngster. Your choice of k and white JIGSAWS of gorgeous hand-colored, nd money order or C.O.D. returned immediately Money cheerfully refunded delighted!

XMAS CARDS OUR SNAPSHOTS

Biggest and best offer of ts kind in U.S.A.! Finest quality—made from your favorite snapshot or negative. *25 for $1.00; 50 for $1.75; 75 for $2.50*, with envelopes. Order TODAY or prompt service.

ICAN STUDIOS
LA CROSSE, WIS.



For Caddy-less Golfers

Chromeplated scorer, worn on the wrist, registers the stroke and hole you are playing. A click of the button keeps your score; eliminates the need to tabulate with pad and pencil. With leather strap.

Postpaid **$3.98**

Write for Free Gift Catalog!

PERSONAL GREETING CO.
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Rego Park, N. Y.





GIFTS for the YOUNG FRY

PAINTING SET. The new way to paint, with a fountain brush for each color, ready to use; no mess for Mother to clean up. 12 brushes, 20 refills, 5 pictures and landscape for framing. **$2.00**

KIDDY MUGS. It's more fun to drink from a mug that has their name hand painted in red! Specify boy or girl picture. 4"¼ tall, holds 12 oz.; easy-grasp handle. **$1.19** each; 3 for **$2.95**

MT OWN SCHOOL BAG. Navy blue canvas, red leatherette trim, their name hand painted in white! Pocket for lunch or purse, too **$1.95**

HONEY WALKALONG. She sleeps and cries; her head turns, her eyes flirt as she walks! Saran hair can be combed, waved, brushes; curlers included. 17"; organdy dress. **$7.98**

STILTS. Rugged, waxed hardwood, 71" long; adjustable to 5 positions! Steel base rubber tips. Safely supports 200 pounds. **$4.95**

We Pay The Postage

Ask for FREE Gifts 'N Gadgets Catalog
MEREDITH'S
of EVANSTON 24, ILLINOIS

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NOW—INDIAN TEPEE PLAY TENT

CHRISTMAS SPECIAL $4.95 each ppd. dept. HB-11



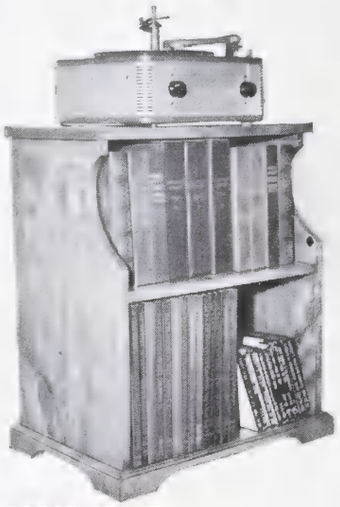
GIFT—For Your Young Chief

The only tent ever built for both indoor and outdoor use. Center pole 48" high, 5' wide, tepee 15' circumference. Suction cups for setting up inside, wooden pegs for pitching outside. Young Chieftains and Braves will spend many hours playing in this novel tent. Attractively painted with Indian symbols. Not designed for camping.

Add 3% sales tax in California.

Joseph J. Blake
"the Gift 'n Gadget Man"
Box 200 — Gilroy, Calif.

NEAT AND NECESSARY FOR HOME-SCHOOL-COLLEGE-CLUB ROOMS



RECORD STAND

A perfect end table of waxed pine designed to hold 50 record albums—any size record. A handsome piece in its own right, beautifully finished, and so useful! Measures 27¾" high × 23¾" wide × 15½" deep. **$29.95**. F.O.B. Andover.



A CHILD LOVES TO EAT FROM *HIS* OWN POTTERY

This 4-piece personalized table set of Old Kentucky stoneware will thrill any child! Youngster's first name hand-painted under glaze and fired-in for permanence on all pieces. Colorfully hand-decorated. 9" and 6" plates, 5" bowl, 11-oz. mug. Boxed. *When ordering, print child's name. State if boy or girl design wanted.* Send check or money order. (Sorry—no C.O.D.'s) 4-piece set, postpaid in U.S., $6.25.

Write for our Free Leaflet on other Personalized Old Kentucky Stoneware.

Authentic Old Kentucky Stoneware

LOUISVILLE POTTERY COMPANY
Dept. HB-N3 228 E. Bloom St., Louisville 8, Ky.



AUNT JEMIMA



Real Food

SMALL FRY PASTRY SET

Junior Cooks can't fail to make good pastries with this Aunt Jemima Set. Real AUNT JEMIMA junior size mixes are provided with the set to make delicious Silver Cake, Devil's Food Cake, Gingerbread, and Cornbread. Contains all of the utensils you need—just the right size—to make round cakes, loaf cakes and cupcakes and muffins. With these wonderful ready-mixes all you have to do is add water, mix and bake. Simple picture book instructions on each box of food and in the attractive recipe book. Frostings and Coconut Sprinkles in the delicious "JUNIOR CHEF" Brand.

$3.25 POSTPAID

The SUPER-DUPER MARKET



—Sets . . .

JUNIOR UP IN BUSINESS

Here at last is a toy in which many children can enjoy hours of educational play. Think of the fun they can have learning to buy, sell and bargain for groceries. It is superbly constructed of extra tough corrugated board—beautifully printed in red flagstone and green tile roof. Is 54" high—36" wide—36" deep. There's room behind double reinforced counter for 2 sales clerks and 3 shelves on each side. Comes with a full supply of miniature packages. Nationally advertised brands for shelf stock. Easy-to-follow instruction for quick assembly included.

$4.50 POSTPAID

Mail Orders Promptly Filled

REISS BROS. 54 East 59 St. Mail Order Dept. Box 1597 Grand Central Sta., N.Y.C.



GRANDPARENTS' PRIDE and JOY. . . **$3.00** Postpaid

Grandparents rave over this purse-size photo album. Glistening white fabricoid cover, imprinted in 24-k gold "OUR GRANDCHILDREN" or "MY GRANDCHILDREN". Acetate leaves hold 16 interchangeable 4x5" photos or 32 snapshots. Gift boxed. Only $3.00 postpaid. State titles desired. Satisfaction guaranteed or money refunded.

Crestwood PRODUCTS CO. 3601 West 71st St. Kansas City 13, Mo.

uppa-Jama
New longer jacket, no southern exposure!

Lowa-Jama
Boxer waistband—Gripper snaps, large pocket

$3.50 EACH Postpaid sold only by mail

Why pay for a whole pair when you wear only half? HAF-A-JAMA is the answer. All full cut for comfort . . . double-stitched seams throughout . . . tub-fast SOLID COLORS or smart BLAZER STRIPES. Also in fine flannelette and crinkle crepe. Send for free catalog. Money back guarantee.

H. M. ALLISON COMPANY, Dept. G
175 RAWSON RD., BROOKLINE 46, MASS.

Send me: Quan. | Size | Color | Jacket style ☐ Pullover ☐ | SPECIFY SOLID or STRIPE

Uppa-Jama

Lowa-Jama

In SOLID COLORS: Lt. Blue, Beige STRIPES: Blue, Wine. SIZES A, B, C, D, E, at $3.50 each, 2 for $6.85, 3 for $9.95. *No C. O. D.'s, please.*

I enclose my check or money order for $.....

Name.....

Address.....

City.....State.....

it's a Natural!



GOLDEN PALOMINO

We're tempted to call this a perfect reproduction! . . . Horselovers rave over this 10" high statuette . . . experts exclaim over the exquisite realism of musculature and proportions . . . over the fineness of feature and delicacy of detail. Of sturdy plastic, individually painted, with detachable authentic Western style saddle. A most unusual gift . . . for den, desk, or mantel. Satisfaction guaranteed. Send $5.95, postpaid. Or order c.o.d. plus shipping.

Write For Big, Free Gift Catalog

The EDDY-HILD CO.
P.O. Box 222 Dept. 113, Watertown, Wis.

SWISS ARMY KNIFE



$8.50 FOR THE SPORTSMAN

The original Swiss Army knife—precision made of drop-forged Swedish stainless steel—complete equipment for the outdoorsman in a single pocket-piece 3¼" long. 9 needed tools for the camper, hunter, fisherman or sportsman—a matchless gift.

(1)—Large spear blade (2)—Small Pea blade
(3)—Can opener (4)—Channel screwdriver
(5)—Cap lifter (6)—Phillips screwdriver
(7)—Reamer (8)—File (9)—Scissors

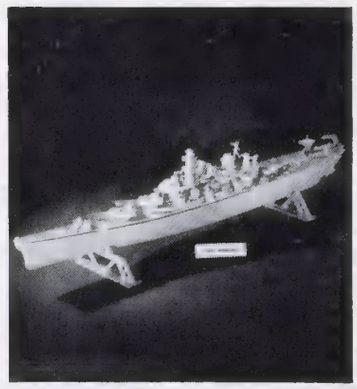
ORDER BY MAIL—we pay postage. Fully guaranteed. $8.50

FREE—Send for catalog of fine cutlery and gift items.

D. CORRADO, Inc.
Dept. HB-113
26 N. Clark St., Chicago 2, Illinois



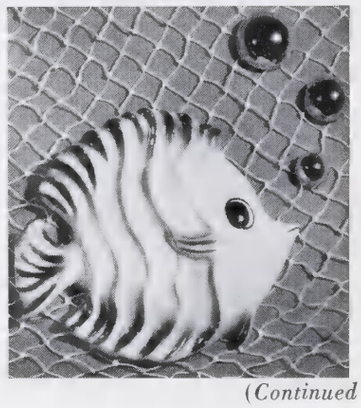
WINDOW SHOPPING



U.S.S. MISSOURI. Japanese signed the ter render. And the men a Big Mo rejoiced that there would be no watches, no more stra Kamikaze, no more hon Here is a scale model o ship that the sons and shippers of those men together themselves. Pl long, $2 ppd. Albin of 1401-15 W. 8th St., Lo



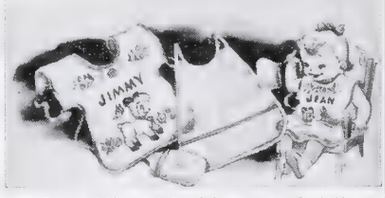
HERBS EVERY MO a full year, a different each gift mailing, wo present that *never* lose With the first package g saying that the giver (yo is sending "herbs ever and a recipe book is e whet a gourmet's appet Herb Meat Sauce and lic Vinegar are just 2 of tions. $9.75 ppd. Ander Tinicum, Penna.



PRETTY FISHY ha bathroom wall, "blows bubbles, and deodorizes rounding area—all with orative swoop. The ceran has a scented deodorant cealed in its pocket, pink, yellow, aqua, or g a mother-of-pearl luster bubbles are 23k fired g deodorant cake, $4.25 c.o.d.'s. The Fisherman, San Clemente, Calif.

(*Continued on page* 65)

PERSONALIZED FOR SMALL FRY



Pocket Bib with Liner and Wiper

As long as baby wears a bib, he'll spill happily on his very own white terry cloth bib with vinyl plastic liner, arm band loops, and wiper for Mom. Name and trim in pink and blue comb.

$1.95 POSTPAID



Cuddly Infant's Blanket

What could be sweeter for your little lamb than a cuddly crib blanket personalized with baby's brand-new name. Butter yellow, soft nap cotton, bound in yellow acetate satin, with little lamb decoration in mint green. Name in yellow on green. 36"x50"

$4.95 POSTPAID

Give baby's first name when ordering.

HOUSE OF MILLER
Dept. B-11, 203 N. Wabash Ave., Chicago 1, Ill.



Twinkletoes, son of Pr and Dancer, will write fou ters and mail them from Claus, the last part of No ber and first weeks of De ber, to the child of your —sending with each lett appropriate surprise gift. ine the thrill of the Santa postmark, the illustrated about Twinkletoes' adver helping Santa Claus, an truly nice gifts with each All four letters and gifts, to one child send only . . $ (Printchild's name and add

Twinkletoes
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PIPER-HEIDSIECK
PIPER BRUT
1949
Imported By
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PRODUCE OF FRANCE. — ALCOHOLIC STRENGTH BY VOLUME 12 PER CENT
CONTENTS : 1 QUART, 1 PINT & 4 FLUID OUNCES
BLUE CHIPS



Hand-carved

Hand-decorated, under the glaze.



Stangl's MAGNOLIA...

Stangl's exciting open stock pattern makes one of the loveliest, most decorative table settings in many a day! The graceful coupe shape, the smart stylized design—in striking tones of off-rose and white against a soft grey-green—is unusually effective in *any* setting. And each piece is hand-carved, hand-decorated *under* the glaze, with colors permanently protected against fading or washing out. Choose Magnolia in the 16-piece starter set—in single place settings or a complete service for any number.

STANGL POTTERY, Trenton 7, New Jersey

One of America's Oldest and Finest Potteries — Established 1805

Stangl

For you who demand the finest...

As a discriminating home owner, quite naturally you expect many wonderful things in the floors you purchase for your home. You expect lasting beauty and luxury with utmost value. And, you expect long years of wear and pride of ownership.

The new KenRubber tile flooring you see at your dealer's today, has been created expressly to fulfill all these expectations and more!

You'll see the distinctive difference in the lovelier, clearer, 17 new colors. Decorator colors devised from specially compounded pigments to give KenRubber greater beauty with added resistance to acids, alkalies and soaps. Marbleized colors that go tile-deep in every 9″ x 9″ square and can't wear off for the long life of your KenRubber Floor.

You'll find new lasting luxury in the mirror-smooth, prepolished surface that never seems to lose its freshly waxed look and yet does not require the frequent waxings needed with ordinary floors. KenRubber is such a joy to care for!

You'll take great pride in owning this resilient "Cushioned Beauty" floor when guests walk across it and comment on the quiet, restful comfort underfoot.

You'll know you're getting utmost value when you test a KenRubber Tile for yourself. Bend it. Feel that strength ... as though it contained strong, coiled steel springs! This tile will not grow soft, nor hard and brittle but will resist wear and indentation through the years.

Yes, see KenRubber for yourself and you'll know why home owners who can afford the finest flooring in the world so often choose KenRubber. It lives up to every expectation of those who demand the finest.

You'll find KenRubber at your local Kentile Dealer. Look for his name and address under FLOORS in your Classified Telephone Directory.

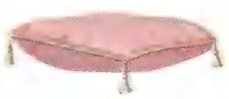


KenRubber colors shown: Vert Isabelle and Purbeck

KenRubber is surprisingly economical...and easy to install. For example, you can install a floor area of 9′ x 10′ yourself in the new standard gauge KenRubber for as little as $39.90. Your floor may cost less, or slightly more, depending on its size and the freight rates to your city.

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TILE FLOORS ®

BY THE MAKERS OF KENTILE



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is as fashionable, as practical,
as much fun to live with.



ALL FURNITURE DESIGNED BY TEMPESTINI OF FLORENCE

Loveseat, E4618, $300.; Bar Room Divider, with Italian marble shelf and wicker basket, E4444B, $230.; Room Divider, with swivel for TV (set not included), E4444A, $220.; Round Dining Table, 42" Diam., E4513/42, $110.; Dining Chairs with foam rubber cushions and Italian wicker backs, E4710, $60. each. Table top is made of 7/16" crystal. Neva-Rust* wrought iron frames are available in 8 customized finishes. At select stores everywhere or through decorators. All prices approximate retail.

*Reg. U. S. Pat. Off.

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GUARANTEED AGAINST RUST FOR 5 YEARS
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It is not genuine Salterini without this seal on the frame.

JOHN B. SALTERINI CO., INC. • 510 EAST 72nd STREET • NEW YORK 21, N.Y.



WINDOW SHOPPING

CONTINUED FROM PAGE 60

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husband's clients or your
n's teachers is this beauti-
rranged basket of tropical
reserves and fruit candy.
s as delectable as it tastes.
r an "under $5" present
have a hard time beating
h 6 jars of assorted pre-
and a ½-lb. wicker basket
ly. $4.45 ppd. Cobbs Fruit
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e River, Florida.



E AN ENTRANCE
ut with this solid brass
at your front door. The
l design makes a pleasing
pression on guests, and
ished brass will shine out
welcome to you every
u come home. 6⅝" high,
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cakes, pies, cookies, pas-
l ice cream. The results
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the kitchen, but all you
this Chocolate Chipper.
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4" high. $1 ppd. Order
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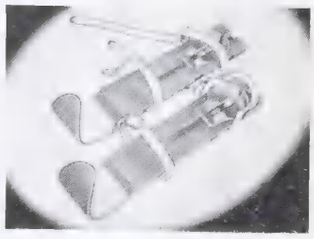


Sliding Saucer Sled

More thrilling fun, yet safer than a sled! Start at the top of a gentle slope and spin down—around and around. Virtually indestructible. Of aluminum, 28" across and 4" deep. Sturdy web hand straps and grommet for pull rope. No. **F-5126—$5.45.**

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for THANKSGIVING, CHRISTMAS OR YEAR 'ROUND ENJOYMENT

Let us solve your Christmas shopping problem—mail your list to us—we do the rest!

Made from a family recipe three generations old, this luscious Fruit Cake is a rare combination of choicest ingredients. More than a cake . . . it's a *confection*, rich in finest pecans and fruits, and slices paper-thin. Your most discriminating friends will appreciate your thoughtfulness and good taste in sending such a gift.

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oms — thoroughly cured, hickory
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nd bake the ham with wine and sugar
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now for Christmas delivery to you
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FOR Christmas Giving



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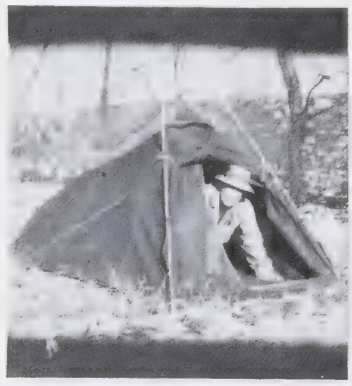
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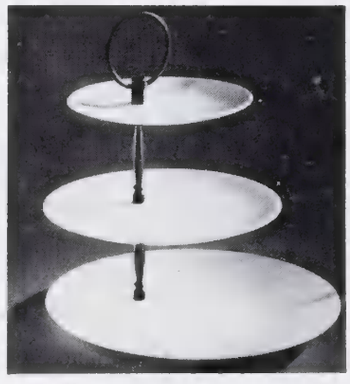
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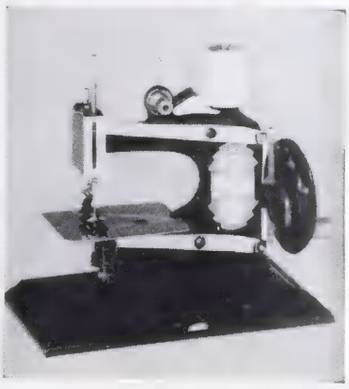
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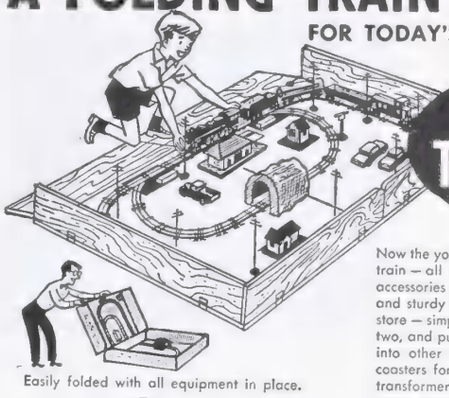
OLY FAMILY. There Mary, and with her is and between them is the Whom the star of Beth- none and for Whom the touched their harps of for Whom we celebrate r 25. The lovely wax handmade in Austria, are l with a glass dome and wood. 3½″ high, $5.50 a & Selma, 1048 Lexing- , New York 21, N. Y.



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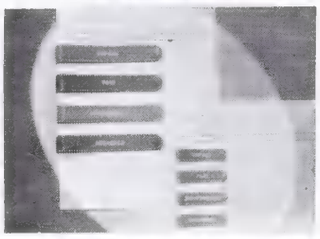
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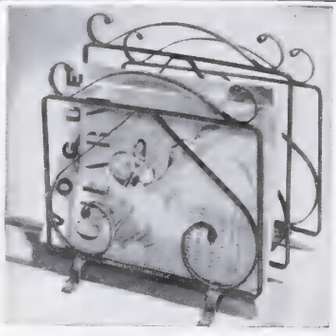
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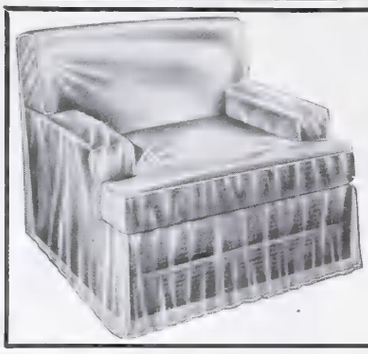
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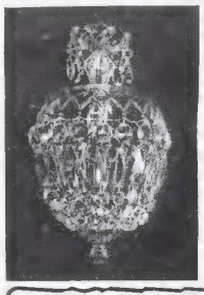
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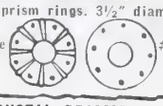


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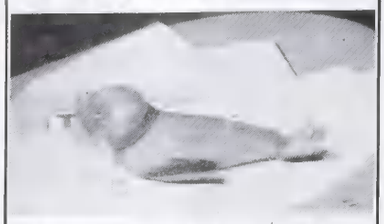
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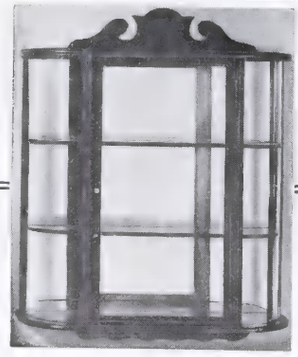
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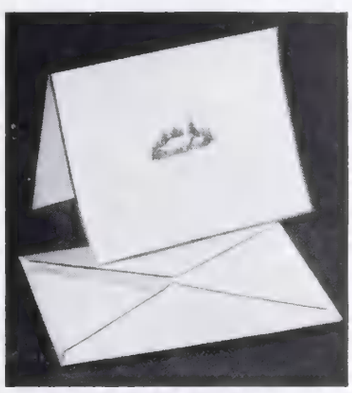
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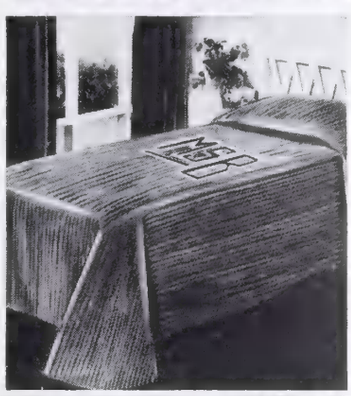
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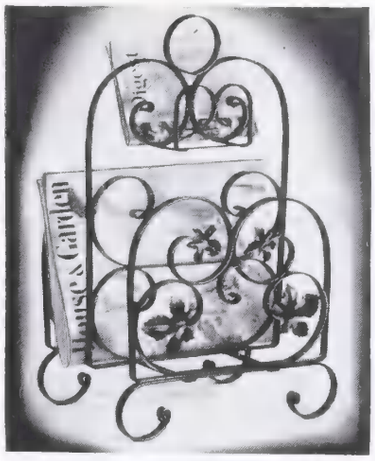


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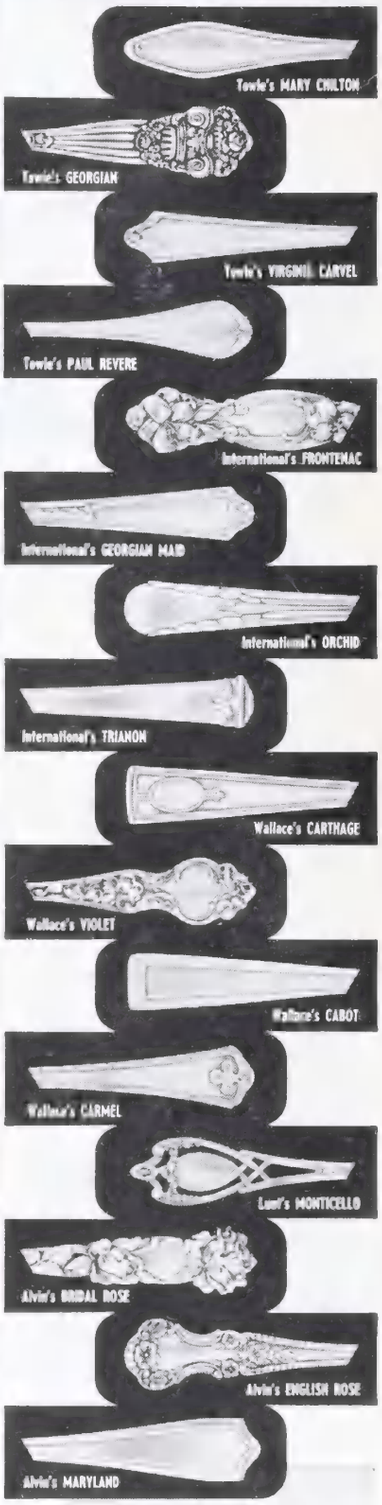
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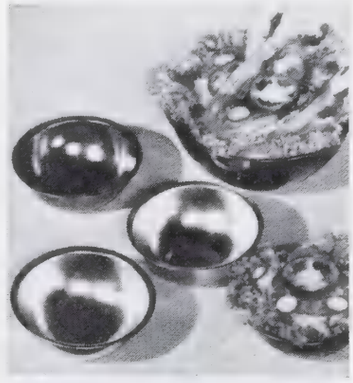
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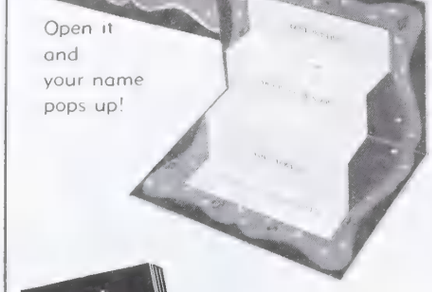
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Box C-1 has red and green Merry Christmas design with green single initials—all on creamy-white soap.
Box C-2 has red candy cane, green and yellow background, green single initials—all on our famous green pine soap.
Box C-3 has red and green Holly design, red Noel, green single initials—all on our lovely tan carnation soap. These wonderful 3-cake packages have a colorful sleeve with self-card, $1.75 each, including boxing and mailing. Specify box number and single initial desired.
5% discount for orders of 25 or more boxes for one shipment—if ordered before November 15.

Makers of Original Personalized Soaps

Katherine Gray OF COLORADO

P. O. BOX 136
COLORADO SPRINGS

ASK FOR NEW, FREE CATALOG 11-50



Your face will "sing" in its —when you can keep mo and glamorous in the dar light with

LIP-LI

—the greatest aid to b offered—a dainty make with a light to shine on touch of a finger. You co up" any time, anywhere. A charmingly unusual gift. Only $1.25 post paid. Satisfaction guaranteed. No C.O.D.'s please.

LIP-LITE CO. 117 Sprin

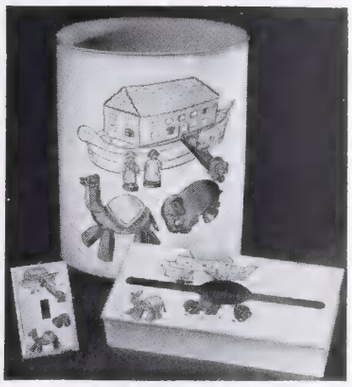
HOPPING



OUT THE BAR on
nd serve guests without
back and forth from the
Two drop leaves flip up
ng bar. Liquor cabinet
nd wood serving drawer
tray. In dark mahogany
mpletely equipped with
, it's 28″ high, 14″ wide
es down, 30″ wide when
.50 exp. coll. Beaumond
rs, 133 Lexington Ave.,
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MRS. NOAH stand
y while their four-legged
s leave the ark, two-by-
gay scene is hand-
ith colorful whimsy on
white metal scrap bas-
nsing tissue dispenser,
switch plate. Pink and
ominate in the design.
.50; tissue box, $3.75;
ate, $1.60. Set, $10.00.
derick's, 30 Highland
York, Pa.



E RESTORER. Your
vill want to try this. No
ow pitted or rusted
may be, this 2-way
estorer wipes it mirror-
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eason for cars, fishing
es, boats, etc. A can,
r many seasons, $2 ppd.
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ngs, Colo.





RSONALIZED
IP TISSUES

ding red booklets for your silver
the most popular gift of all
ng's famous Lip Tissue Booklets!
est who is thoughtful . . . the
no is prepared. 21 booklets
full of soft and snowy white
sues for the lips. Red and White
sonalized with name or mono-
kaged in monogramed gift box
ly gift wrapped.

1.75 POSTPAID
NO COD'S

REE Gift Catalogue

'LING'S Dept. B-113
15th St., Philadelphia 2, Pa.



SIOUX SET

So irresistible and sweet . . . moccasins, handbag and doll to match . . . you'll wish you were an "Indian Giver" and could take them right back! Set comes in beautiful natural or turquoise buck suede. Moccasins with wedge rubber soles. Hand-crafted, brilliantly beaded. Appropriately boxed with imprint FROM.. TO..... Little "Miss Sioux" is 7½" tall.
Allow 10 days delivery.
Sizes: Children's, 8 through 11; Misses, 12 through 2..... $8.95 Set
Postage Prepaid. Send Check or Money Order. No C.O.D.'s please. Money-back guarantee.
Send 10¢ for portfolio illustrating our select line of leather moccasins and purses for the entire family.

WOOD — COPPER — LEATHER GIFTS

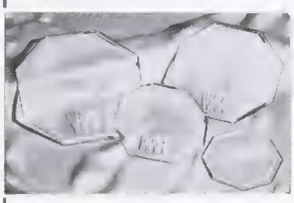
DEFORD *Crafts*
OF GRAFTON-WISCONSIN

123 Old Sauk Trail, Grafton, Wisconsin

SALAD DRESSING SHAKER



Simple now to have fresh, well blended salad dressing. Just pour ingredients into this graceful clear glass bottle. Two lines etched on the shaker guide you in measuring oil and vinegar. Shake well at the table, pour, and yum, yum—your crisp salad is dressed for dinner! 7″ high with handsome 3 letter monogram, it's yours for only $6.85 incl. postage.



MONOGRAMMED
GLASS TABLE MATS

Unusually attractive glass plaques, beveled and personalized with handcut mitre monograms. Splendid for use under hot plates, under vases or as coasters. Decorative and practical—makes a most desirable gift for any occasion.
Set of 3—4″, 5″, 6″ ..... $5.50 postpaid
Set of 4—4″, 5″, 6″, 7″ ..... 8.50 "
Platter 8″ x 12″ ..... 4.75 "
Underline initial of last name

SEA FOOD SERVERS

For those important first impressions—serve sea food, fruit cup, madrilene in these sparkling, crystal goblets. Just fill glistening glasses with crushed ice. Food keeps fresh and frosty in snug-fitting removable glass liners. A wonderful parting gesture for frozen desserts, too. Personalized with handsome 3-letter monogram.
Set of 6 with monogram ... 6 for $12.75 postpaid
Set of 8 with monogram ... 8 for $16.75 postpaid
Set of 12 with monogram ... 12 for $23.75 postpaid
No C.O.D.'s please

EUNICE NOVELTIES Dept. H-113
Our 14th Year
P.O. Box 418 Rego Park, N. Y.



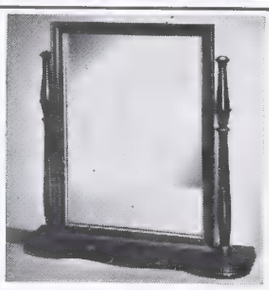


Silver
MOTHER-IN-LAW EARRINGS

★We didn't make up the name for these clever earrings that are actually miniature silver bells. They're part of the folklore of the Navahos, who make them on their reservation. According to legend, a snoopy old squaw gave her prospective son-in-law a hard time of it until he hung bells on her ears. Made by hand of silver, they're unusually different. Also available for pierced ears. Postpaid, tax included, only **$2.40**

Send for Free Gift Catalog
You'll be delighted. Order by mail from

Southwestern Gifts
630 E. Alameda Way, Santa Fe, New Mexico





MIRROR for a MAN

Does your husband have a mirror all his own? Or does he have to be preen before your frilly, feminine looking glass? Then give him this real Man's Mirror to set atop his chest of drawers and contemplate his visage in truly masculine style. Finest quality plate glass, 10 x 14″ on a handsome swinging stand. Overall measurements 16 x 17″. In either Mahogany, Walnut or Maple finish. He'll love it!
Postpaid by mail **$9.95**

Send 10¢ now for Xmas Catalogue in color

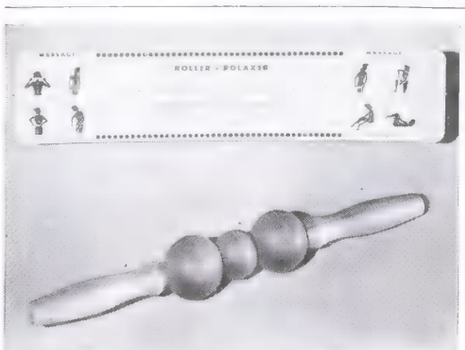


Foster House
15-B11 Cole Ct., Princeville, Ill.

BELITTLE YOUR MIDDLE

with an eye-catching Concha Belt, direct from the Indian Territory. Hook it where you will and let the extra links dangle. In copper, golden, or nickel silver, 30½″ long. $3.95. Extra links, 50¢ each. Matching bracelet of smaller links. $1.95. Tax and postage included. (no COD's please). Old Pueblo Traders, Box 4035, Dept. BB-1, Tucson, Arizona.





ROLLER-ROLAXER FOR TIRED MUSCLES

When tired muscles "get you down," you need this Roller-Rolaxer for delightful, relaxing massages. Wonderful for back, hands, arms, neck, waist, hips, thighs, legs or feet. Easy to grip handles assure firm hand hold for light, medium or heavy pressure and may be used with one or both hands. The 3 sponge rubber balls are scientifically designed to give more relaxing massages. Handles of beautiful natural wood finish. 12″ long. Just $1.00, postpaid. No COD's, please. Relaxation guaranteed. Send for free gift catalog. Albin of California, Room 1611, 1401-15 W. 8th St., Los Angeles 17, Calif.



14 sheets (20"x30") extra heavy wrapping paper in rich colors, beautifully designed!

Distinctive Gift Wrap

handsomely boxed, only $1.25 POSTPAID
West of the Mississippi add 10 cents.

The most unusual on the market, and we mean it! By Roy Kern — noted designer — and exclusively ours, the assortment includes designs for all occasions, as shown. Or if you prefer, specify your 14 sheets in ONE design! Enclose check or money order (no C. O. D.'s), write to —

BRITTON PAPER PRODUCTS CO.
DEPT. HB NEWARK, NEW YORK STATE

Selected Oregon English
HOLLY SPRAYS-WREATHS



FOR CHRISTMAS

Say "Merry Christmas" the traditional way with beautiful glossy-green, full red-berried English Holly sprays and wreaths. Carefully selected. Treated for long life. Ideal for gifts and home decoration. Greeting cards enclosed. Holly shipped about Dec. 10th. Mail gift list early to assure delivery.



"MERRY CHRISTMAS" BOX
Over a bushel of choice red-berried holly sprays $5.35
Postpaid in U.S.A.



WREATHS
Lovely wreath, heavily clustered with berries. Outside diameter, 16" $4.95
Postpaid in U.S.A.

"DECORATOR'S" BOX
Holly wreath (16-in. dia.) and over a bushel of assorted length sprays $9.55
All orders sent SPECIAL DELIVERY *Postpaid in U.S.A.*

ENGLISH HOLLY PACKERS
P.O. BOX 425 • PORTLAND 7, OREGON



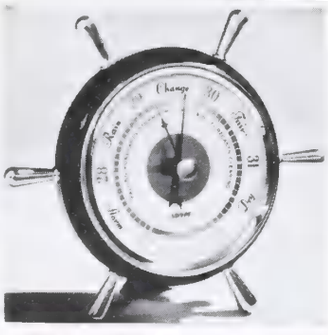
FIRE MAGIC
... TO FILL YOUR ROOM WITH ENCHANTMENT

California Pine Cones that add dancing color and charm to the open hearth. Each cone, generously encrusted with chemicals, burns with brilliant, long-lasting, multi-colored flames. The imported decorative fireside basket of split bamboo is overflowing with approximately 40 Pinon and Jeffery cones. All baskets are attractively gift-packaged with pliofilm cover tied with a gay red satin bow.

JUST $3.50 each
Postpaid in U.S.

Send Check or Money Order.
No COD's Please. Postpaid in U.S.
Californians Add 11¢ Sales Tax.

NATURE'S NOVELTIES
Box 15-C • Duarte, California



MY HANDSOME NEW DESK STYLE
Ship's Wheel Barometer
IS A GIFT TO BE PROUD OF!

Everyone who sees this smart new barometer is reminded of several people he'd like to give it to—as well as buying one for himself. It's a real beauty . . . and just as useful as it is handsome. Accurately predicts weather 12-24 hours ahead. Battleship gray metal frame—gleaming brass spokes. 3" black on white dial.

ONLY $10.00 ppd. Check or M.O. No C.O.D's

Write for 1953 Gift Folder

Jonathan Pike 41-23 Y. D. Highway, Peabody, Mass.



Curl Cap

DRY-SETS PIN-UP CURLS IN 30 MINUTES

For quick curls, pin up your hair in the usual manner, but don't wet it. Dip Curl Cap in warm water, shake off the excess and tie Curl Cap on, turban-style. After 15 minutes take Curl Cap off, and 15 minutes later remove the pins and comb your curls! Curl Cap is made of specially processed DuPont nylon net. Can be used over and over again to set your hair. Red, blue or maize.

POSTPAID $1.00

Walter Drake
SATISFACTION GUARANTEED OR YOUR MONEY BACK
111 Drake Bldg., Colorado Springs 6, Colo.



WINDOV



FOR HE'S A JOLL FELLOW! And that n deny when they see Sa in full regalia standin lawn, beside the front climbing up the chimn he'd be marvelous besi place. And he lights vinylite in natural c 32" tall, comes with cor bulbs. $9.95 ppd. Add Miss. The Fitzgeralds. Ave., New York 17, N.



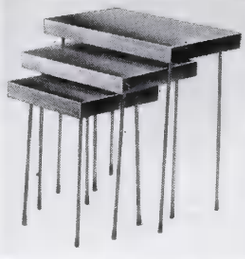
DEAR LITTLE G look good enough to when coping with P she's dressed up in t all bib. Clear vinyl p handpainted with any f and across the crumb lettered "Good Girl" Boy." The hand-screene design is beautifully d ify for boy or girl. $1 p hall Gifts, 509 Fifth A



MUSICAL CHRI CARDS. They look handsome, full-color c they are actually record astonishingly good t them on any standard phonograph and your carols will fill your room while you trim the tree ent carols with envelop for $5; 42 for $10; 9 Ppd. Adams House. D 48 Fifth Ave., Pelham,

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A NEVER TO BE FORGOTTEN CHRISTMAS GIFT FOR THE PERSON WITH FASTIDIOUS TASTE!



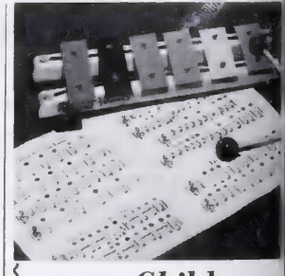
NEW! NEST OF TABLES
WITH 2" SOLID WOOD TOPS

This dramatic, space saving trio of tables has truly been designed for those who demand the ultimate in gracious living. The magnificent full 2" thick table tops are of **selected solid stock**, with a fidelity of beautiful grain that can never be achieved in cheap veneers. Their wrought iron legs are the latest word in smartness and so sturdy you can actually sit on the tables. Every detail stamps them as the finest of craftsmanship. Yes, you will want a set for yourself as well as the person you really care for. Dimensions: Large—11½" wide, 15½" long, 21¾" high; Medium—11½" wide, 11½" long, 19¾" high; Small—11½" wide, 10½" long, 17½" high.

Natural Birch—Set of 3 Postpaid $42.00
Walnut, Cordovan Mahogany, or Ebony—Set of 3 Postpaid $46.00

UNCONDITIONAL 10-DAY MONEY BACK GUARANTEE

SANTA FE INDUSTRIES
Dept. A, 135 W. 41st St., N. Y. 36, N. Y.



Children
PLAY BY COLOR X

The most fascinating toy give. Children play more q color and really learn while The use of color-keyed not modern way to teach mus very young. Endorsed by educators. Complete XYLO b two hammers and sheet o read music. $3.00 each

3 for $8.25

Send Check or M.O. Please, No

Gary's
50 Chester Road, Lynbrook

HOPPING



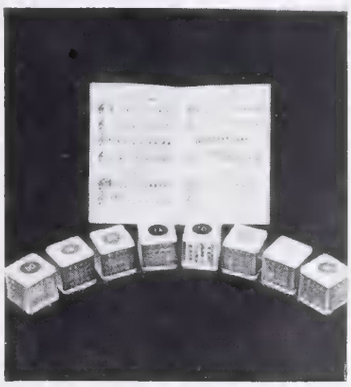
YOUR BUSINESS
poration efficiency—in a
r table as handsome
Double drawer is deep
or standard alphabetical
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, cards, etc. Knotty pine
ss hardware, 16½" x
28" high, $24.95 unfin-
27.95 in antiqued pine
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esville, North Carolina.



THE BELLE who has
or the dramatic. She'll
found a pirate's treas-
n give her this fabulous
ooks shockingly expen-
ctually unbelievably *in-*
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e ring has huge imita-
k onyx surrounded by
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1.95 incl. tax and post.
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Ave., New York 58.



AL BLOCKS. This is
te present for the romp-
e. There are eight plas-
s to the set, and each
out a note of the scale.
ll never be tone-deaf if
-mi's" around his play
these. The precision
electronically tuned, and
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York 19, N. Y.



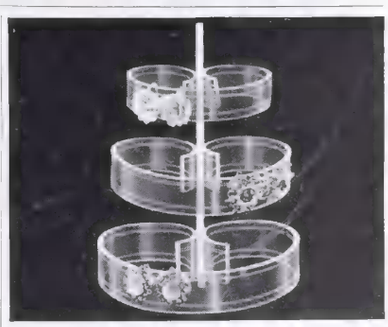


Bubbling
Excitement!

as gay and gala as New Year's
Christmas balls dangle 'bout
d. For an extra merry holiday
ring your guests too! Glisten-
t in red, green, gold, aqua.

pair; **$1.75** two pair
cluded—Postpaid—No C.O.D.'s

ORLD IDEAS
Dept. V
d Ave., Long Island City 6, N. Y.



Ear Ring Rack of Clear Plastic

Attractive design and dainty appearance make this rack a happy accessory for every lady's dresser. Ear rings hung on ledges are easily accessible, give life and sparkle to the entire room. Sturdy construction insures years of practical service. Won't tip over. An ideal Christmas gift or party favor.

$1.65 Postpaid

Send check or money order

Also available in pastel colors (rose, green, gold, or blue) at 25¢ extra. State color.

PLASTICS MFG. CO. Dept. A 416 E. South St. Lansing 10, Mich.



Wizard of Ah's *California* FRUIT GIFTS

Plus fantastic glazed fruits in Gift No. 95. One of our most welcome and exciting gifts. Shipped PREPAID anywhere in the U.S., gift wrapped, Christmas card enclosed.

Gift No. 52, shipping weight approximately 15 lbs. **$5.68**

Gift No. 95, shipping weight approximately 17 lbs. **$11.49**

GIFT NO. 95

We Mission Folk have to restrain ourselves when we talk about these glamorous gifts. You never find fruits of this quality in stores. A dozen trees may produce only two or three oranges like these, so big and so tasty. And prize-winning grapefruit, tangy tangerines, Deglet Noor dates, walnuts, almonds and creamy avocados.

Safe arrival and complete satisfaction guaranteed. No COD's or charges, please.



GIFT NO. 52

FREE Gift Book. All in natural color, 20 pages, 50 thrilling gifts, enjoyed by all the family. Write airmail for a copy.

MISSION PAK, Dept. HB-101 E. 33rd St. Los Angeles 11, Calif.

A GOLDEN OPPORTUNITY



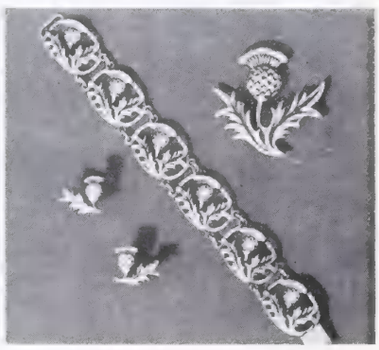
Personality Name Pin

Beautifully hand made of sparkling 12k Rolled Gold, the lettering perfection of these pins offer a golden opportunity to give a flattering and individual gift. Distinctively different, they'll dramatize any costume. Wear them on dress, blouse, suit, sweater. Perfect for youngsters, teenagers, or grown-ups—ideal for those "hard-to-shop-for" friends. And pay *yourself* a compliment—order one with your own name. Gift boxed. Immediate shipment.

NO C.O.D.'s

Any name **$1.00** *Tax and pstg. incl.*

Script Craft
716 WILSHIRE BLVD., DEPT. B.
SANTA MONICA, CALIF.

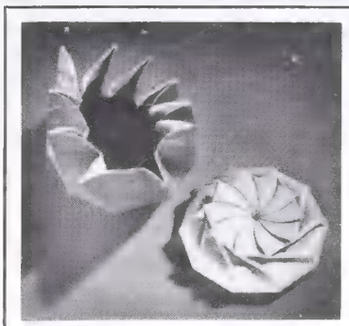


A Wee Bit of Scotch

Scotland is the inspiration for this charming **Thistle Set.** The wispy thistle is beautifully reproduced in hand wrought sterling . . . an inspired gift. Pin and earrings are $3.75 each, and the bonnie bracelet sells for $7.50. Complete set only $13.75. Matching necklace and buttons (not shown), $12.00 and $1.25 each respectively. Tie clasp and pair of cuff-links each $5.50.

Tax included: postpaid U.S.A. No C.O.D.'s. Send for free catalog of unusual silverware . . . and men's and women's jewelry.

THE JAMAICA SILVERSMITH
79-32 164th Street Jamaica, New York



PETAL POUCH

A flat little pouch, 3 inches in diameter, resembles a flower folded at dusk. To open it, you just squeeze the sides slightly and —presto—there's your bus fare or newspaper change without fumbling or groping. Everyone in the family can use one. Wonderful for XMAS gifts.

Genuine leather with alligator finish. Red, green, brown or black.

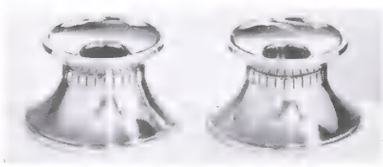
$1.25 each, SPECIAL: **5** for **$5.00** ppd.

Send for Catalog

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Dept. B-11 Orange, New Jersey

STERLING SILVER CANDLE HOLDERS

MODERN DESIGN — 2-INCHES HIGH



An exceptional value! Handsomely decorated, good weight. Delightful to own, perfect for gifts.

Sent postpaid. Federal Tax Included. Add 2% sales tax for Tenn. delivery. **$10.00** pair

Write for FREE illustrated gift catalogue.

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godell's
"in better homes everywhere"

...Imported • Exclusive

12 Piece Centerpiece

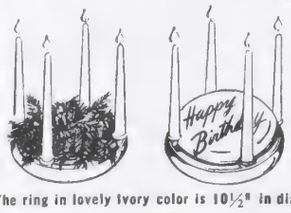
Glazed Ceramicware

Hand Decorated • Hand Finished



Direct from the ceramic center of the world, Godell's brings you this exclusively imported Ceramicware set. A versatile and lovely centerpiece, lovely for your own use; ideal as a gift. The 12-piece set includes a ring, center dish, 4 graceful candleholders and 6 figurines in rich natural colors. Each candleholder and lovely colorful figurine is removable and may be appropriately arranged for any occasion.

The arrangement above is for Xmas. For birthdays, invert the center dish. The words "Happy Birthday" are inscribed on the back. For Easter replace Santa, Angel and Reindeer with the Bunny, Butterfly and Chick. For most any occasion, the 4 candleholders alone are appropriate.



6.95 Postage Prepaid

Satisfaction Guaranteed or Money Refunded

Please Write Dept. 11-AA

The ring in lovely ivory color is 10½" in diam.

godell's
31 W. 27th St., N.Y. 1,



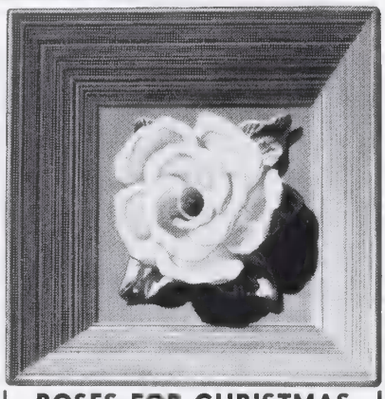
WEDDING INVITATION
OR PICTURE PLATE

Permanently preserve your most cherished mementos—Send any size invitation, snap shot, photo, negative, etc. and we will reproduce it on 10" white china plate. Overglazed to preserve finish. Ideal wedding or anniversary gift. Two week delivery.

$5.50 each postpaid

Horizon House

BOX 628F, Summit, New Jersey



ROSES FOR CHRISTMAS IN SHADOW BOX SETTING

Utterly elegant for bringing just a touch of the outdoors . . . indoors at Christmas time. Beautiful, hand-made ceramic Rose and petals mounted in modern decor. Combed Wood Shadow Box. Flowers 5—6". Box 12" x 12".

Free—Exciting Color Catalog of Beautiful Ceramic Gifts	Box Flower
	Grey with Pink
	Brown with Yellow
	Red with White
	Black with Yellow
	Chartreuse—Chartreuse

No C.O.D.'s please. Ppd. $6.00; Per Pair $11.95

TRI-TIX, INC. HOUSE OF HAND MADE CERAMICS

Box 121, Port Washington, Wisconsin

BUILD-IT-YOURSELF with WROUGHT IRON or BRIGHT-BRASS LEGS



Create individualized furniture. Fasten these brass plated steel legs to any wood surface or use the wrought iron legs supplied in matte Black, Red, Green, Blue, White and Yellow. All legs are welded at an attractive 12° splay, ½" diameter except the 6", 12" and 16" three prong legs, which are in ⅜". Rust proof, durable, sturdy. Prices are for four legs including screws. Freight prepaid. No COD's please.



V-Leg



2-prong Leg



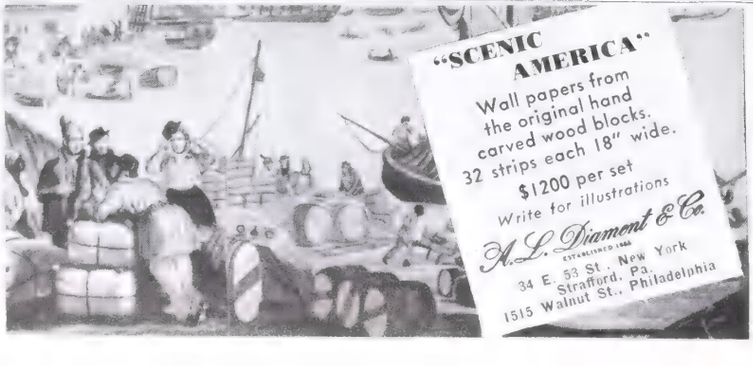
Single prong Leg



3-prong Leg

Ht. Leg	V Leg Brass	V Leg Wrought Iron	2 Prong Brass	2 Prong Wrought Iron	3 Prong Brass	3 Prong Wrought Iron	Single Brass	Single Wrought Iron
6"	$7.45	$4.95	$7.45	$4.95	$8.65	$6.15	$6.45	$3.95
12"	8.45	5.95	8.45	5.95	9.00	6.50	7.25	4.75
16"	9.25	6.75	9.25	6.75	10.00	7.50	8.25	5.75
22"	•	7.95	•	7.95	•	9.95	■	•
28"	•	11.95	•	11.95	•	13.95	•	•

IRONMASTERS, INC.
Box 202, Dept. H-11, Brooklyn 11, N. Y.



"SCENIC AMERICA"
Wall papers from the original hand carved wood blocks.
32 strips each 18" wide.
$12.00 per set
Write for illustrations
A. L. Diament & Co.
ESTABLISHED 1888
34 E. 53 St., New York
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WINDOW



OUR FAVORITE DE
the solid cherry "Cand
from the Forslund Quaint
ican collection. The three
have hand-carved rose pu
the interior has enough c
ments to please the most
ized lady. 27½" x 14½"
high, in a rich cherry
$89.55 ppd. Chair with n
made needlepoint seat,
ppd. Carl Forslund, 122
Grand Rapids 2, Mich.

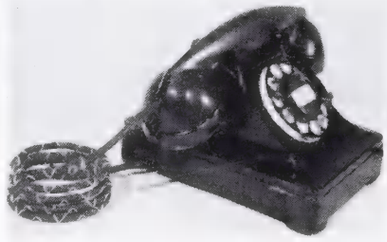


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bait that he can't resist.
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ually, protect them in o
months, and between fishi
Hand-rubbed mahogany
chest has green flocked fe
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hardware. 10" x 9½"
$38.50 ppd. Charles F. O
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ROYAL GIFT. We'd
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Keep your telephone or electric iron cord from kinking and tangling with one of these little gimmicks that coils the cord neatly by the iron or phone. Made of steel music wire, COILETTE snaps on in less than a minute, keeps cord from knocking stuff onto floor, catching on table corners, drawers, etc. Will not bend out of shape. Comes for $1 ppd. Order from

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Wine Bottle
Imported from Germany, hand made, hand decorated. Made of Faience (earthenware). In pastel colors. Pewter top. 7" tall, 4" wide at thickest base. **$5.95**..**$11.50** per pair

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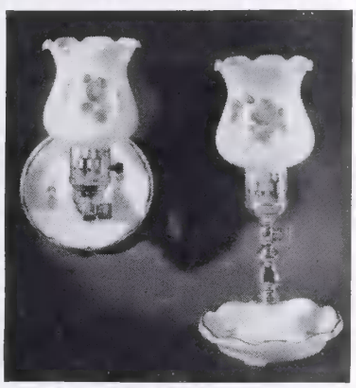
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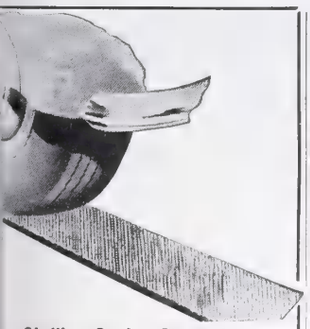


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ORDER
Christmas Holly
NOW!

Rich, red-berried English Holly to make your home sing out in the happy Yuletide spirit! This lush green holly grows in the deep evergreen rain forests along the north Pacific Coast, and stays fresh a long time. Sent postpaid. Specify date you want shipped. Satisfaction guaranteed, of course. SPECIAL! Generous sprig of Mistletoe included with each order.

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A full pound of holly! 12 to 16 sprays.

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BISMARCKIAN SMOKED SAUSAGE LINKS
GOLDEN SMOKED PHEASANT — Limited Supply
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WHOLE SMOKED TURKEY *a la Count Solms*
Tender, juicy, fine-grained meat . . . smoke-sweet, delicious. Ready to serve.
6 - 15 lbs. $1.75 per lb.



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Pink-and-bronze beauties with that nose-whiffling Hickory fragrance.
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Lean, smoke-sweet, delectable. Braunfels Smoked CANADIAN BACON
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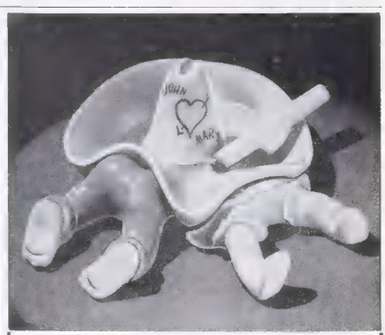
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End Table-Top Confusion! Set Serves 4 Players! Ideal For Gifts! **$2.95** set of 2

Card players on your list will welcome these clever plastic holders! Set of 2 serves 4 players, gives neat, secure storage of extra BELOW table-top level; 2 deep wells for glasses or bottles, space for ash trays, scores, snack dishes. Adjustable screw fastening fits round or square legs in a jiffy! Yellow, Red, Green or Chartreuse. Order today for gifts, for yourself!

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smoochin' like crazy under a big sombrero, show the world a **clean pair of heels** and **pink panties,** and explore the delicious novelty of what happens when **FRECKLES** and **PIGTAILS** get together.

A whimsical ASHTRAY (6" in diam.) beautifully made of ceramic. HANDPAINTED with any **two** names (as shown) you'll want to send it as a **"Love & Kisses"** present to that **SOMEONE.**

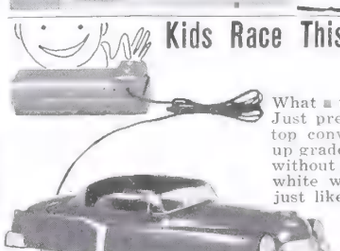
ASHTRAY . . . *With any two names or initials* **$3.00** ppd.
ASHTRAY . . . *Not personalized* **$2.50** ppd.
Money-Back Guarantee.

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MUSICAL KNOCKER, to strike a note of hospitality on your front door, is made of solid brass, is easily installed with two wooden screws. Send it as a house-warming present to a music lover. Or send it to the man who complains about having to face the music when he's late getting home. 6" long, $5.95. Or in a black finish. $3.95. Ppd. Tennessee Chromium Plating Co., 206 Louise Ave. N., Nashville 5, Tenn.

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What a thrill for your favorite child's Christmas! Just press the button and away goes this hard-top convertible—over carpets, pavements, even up grades! Can be backed up, turned and parked without putting a finger on it! Two-toned, with white wall tires and chrome hub caps—styled just like the brand new models Junior admires on the road. Sturdy, safe, powered by standard flashlight batteries. Metal base, 11" long.

Only **$4.95** postpaid
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Up goes the receiver for lights on!

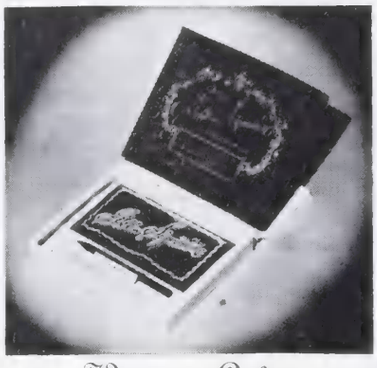
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A delightful, unusual way to add a "golden touch" to your notes, stationery, place cards, photo albums, matchbooks, napkins . . . an inexpensive way to monogram purse, wallet, notebook! Real 23-karat gold leaf, plus specially designed stylus for writing in gold. So easy—Just write name, initials or message right on the gold leaf and presto! it transfers to paper, plastic or smooth leather surface. Won't smudge, dull, chip or pull off! So nice for greeting cards, gift checks, invitations, just dozens of things! You can draw or trace on it, too. Complete kit only $1.25 postpaid. Immediate delivery. Satisfaction guaranteed, of course. *Ask for new Gift Catalog*

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Graceful 6" solid brass candlesticks of exquisite lines to add a bright, decorative touch. Sprigs of holly or pine in the holder give you a delightful Holiday centerpiece. Use your favorite flowers or plants the rest of the year.

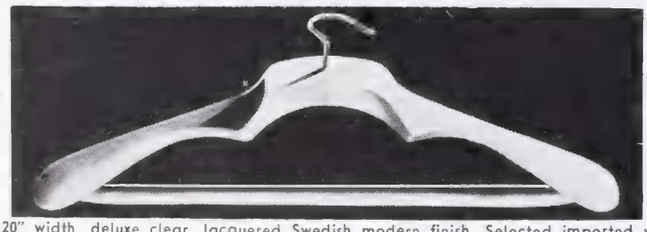
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Does the floor behind the sofa look like an explosion in a spaghetti factory? Does your TV trip the unwary? Is there enough cord on your clock to reach from here to Hoover Dam? What you need is some Coilzits! Just wrap the excess cord around Coilzit, hook it on each end to prevent unwinding—and never again will your cords leap into your vacuum cleaner or writhe in your dustmop. A low-cost solution to one of life's little irritations!

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YOUR DANCING TER will jeté lik Shearer, in such an e costume. The cotton elasticized so even twirler can wear it; th skirt is tiered. Ruffle shoulder straps ends in with more at the waist aqua with matching pa 4, 6, 8, 10, $7.95 ppd. Greeting Co., Dept. Queens Blvd., Rego Pa



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OFF THE CUFF a n links and other access come as elusive as a sh eel. But this little box s the fumbling problem times. Jeweler's bronz lined with American plush, is 4" x 2½" x hold his collar stays, t studs. A cuff-link hand cover hints as to its $2.50 ppd. Merrill Ann 102 Warren St., New Y

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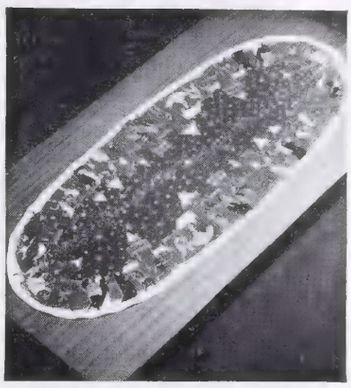
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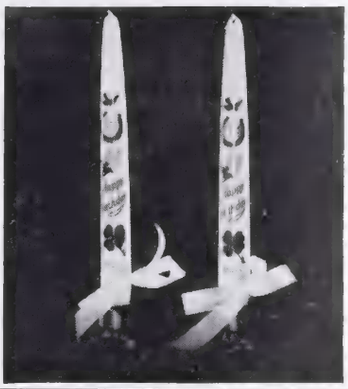
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bottom and handle, the
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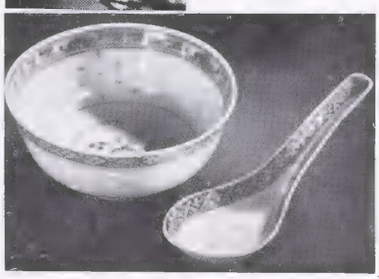


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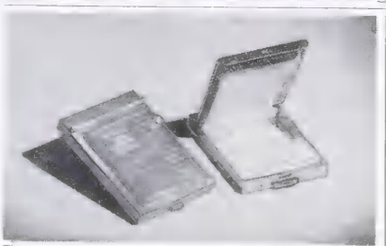
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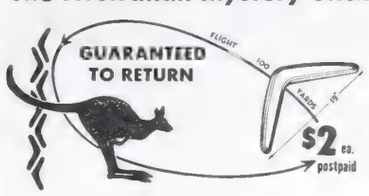
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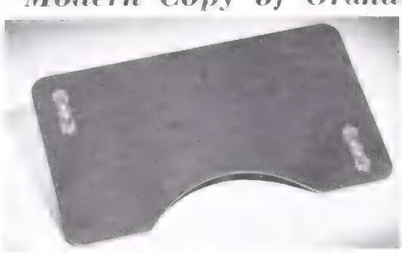
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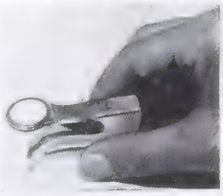
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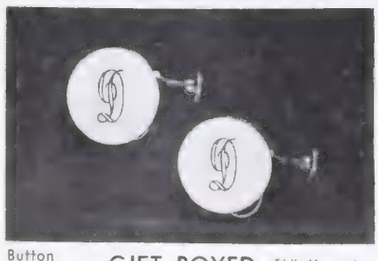
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A charming way to teach the Christmas story to children. You will treasure this lovely Creche as a family heirloom to be prized more each year. Made by hand in Italy—of wood, painted in lovely bright colors: Fourteen pieces consisting of Mary and the Christ Child, Joseph, 3 Wise Men, Shepherds and Angels—Dimensions of Creche and Star of Bethlehem 7½" by 8½"; Figures 1½" to 2" Tall—Price **$10.50** Postpaid; No COD's please.

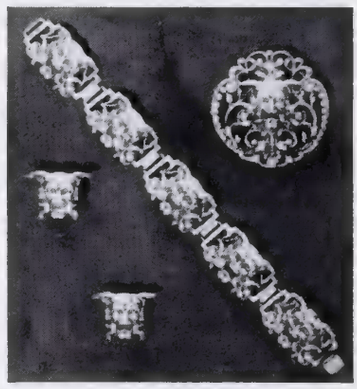
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BOX 38—MAMARONECK, N. Y.



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smart new Ronson tal
no matter who on y
question-marked. Th
Lotus in satiny bri
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is $13.20. 24k gold
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the Strozzi devil—wi
the gleam in his eye,
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family automobile, a y
with his feet on the g
put his Car Plane t
paces like an ace. Th
clamps securely over t
the car window, and
the handle to the rig
the 6" plastic plane wi
dive, bank or fly ups
its propeller spinning
real thing. $1.25 ppd.
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(Continued on page 85)



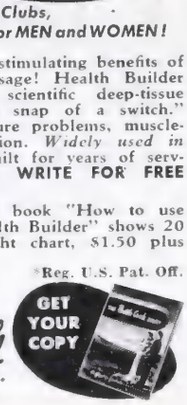
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Available in ivory, rose or

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Black Elegance. new-season original handbag creation in luxury leather...with matched accessories: leather-cased Evans automatic lighter, powder case, and thonged lipstick holder. In other fall fashion colors, too...$54 at the best shops. Other Evans Handbags $15 to $150.

Bone China Lighter Set. Evans Master Craftsmen have again created the ultimate in lighters and trays for contemporary decor. Illustrated, the superior Evans lighter and matching tray in translucent bone china, choice of many decorator colors. Entire bowl is fuel reservoir... lasts for months, *even years*, without refilling...$18.

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Hostess Sets by **LIBBEY GLASS**



Come see **LIBBEY'S** "Curio" collection! Show-off modern glasses decc
with authentic collectors' curios. Designed by Freda Diamond. Decora
jet black, 22K gold, and white. Rims* are guaranteed against chipp
colors are permanent. Smartly gift-boxed! 8 of one size, Stemware a
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*"If the rim of a Libbey 'Safedge' glas
ever chips, we'll replace the glass."

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All prices slightly highe
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14 oz.
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ooved candelabra 32.50 each



Sugar, creamer 17.50 ea. Tray 12.50



Tall candlesticks 15.50 each



Tall salts, peppers 6.75 ea. Small 3.00 ea.



Bread tray 15.75



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Large shell dish 17.50. Ashtray 2.50



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Dirilyte flatware is appropriate with fine china, or simple every-day dishes.

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What a thrill when a lovely piece of Dirilyte* is unwrapped! It's so dramatic, so distinctive, so different! The glorious golden color, the exquisite shapes and fine craftsmanship will give joy for a lifetime. Dirilyte tableware is solid, not plated—there's nothing to wear off! There are so many Dirilyte gift possibilities—a service complete in chest, place settings, and hollow-ware ranging from a dainty ashtray at $2.50 to a magnificent coffee pot at $95. There are even adorable Baby Sets! See Dirilyte, choose Dirilyte today! *Reg. U. S. Pat. Off.



Glorious Dirilyte coffee pot $95

Write today for the name of your Dirilyte dealer. Enclose 10¢ for a beautiful color booklet telling how to set a dramatic table correctly for every meal.

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WINDOW SHOPPING

CONTINUED FROM PAGE 80

ONE SERVICE with rovided by this distin- tand. The lacquered 13½" x 9" x ¾" thick, telephone and leaves jotting notes. Direc- filed in stand-up ac- Black iron legs are n brass. 22" height is desk, chairside. $9.95 5¢ W. of Miss. Cricket smen, 39 Day Hollow , N. Y.



ERWOOD CAP is as Robin Hood himself, as as a smile, and both vomen find it tops for othes. Made of fine, in. it comes in pheas- . forest green. and . Small, medium, and $2.95 ppd. The William Co., Fenton, Mich.



U A SPONGER? If hen you'll jump with miraculous new Sponge Sweden. It does the ing quick-cleaning job one stroke. You wet, d use. Then rinse and dirt and grease in a ves no streaks or lint, ny kinds of surfaces, m afterwards. Two re $1 ppd. Jonathan wport, N. H.





ORIGINAL SWEDISH ANGEL CHIMES

"When the Candles Burn, the Angels Turn"

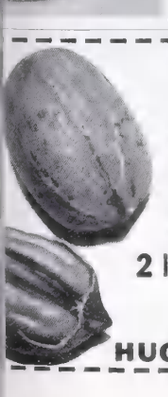
This fine quality import is made of heavy gauge, polished solid brass. 13½" high with 5" diameter tray. Rising heat from candles turns propeller on special glass socket. Revolving Angels' wands strike bells to produce a delightful tinkling melody. Individually boxed including 4 candles. Postpaid .....$2.75 each—2 for $5.00

Angel Chimes similar as above in light weight aluminum, brass coated .....$2.25 each

Box of 12 long burning hand-dipped candles in red or white .....50¢ per box

Send Check, Cash or Money Order to

SCANDINAVIAN IMPORTS
KITCHAWAN, NEW YORK



NEW CROP—GEORGIA PECANS

DIRECT FROM TREE TO YOU

Hand-picked in the heart of Georgia's famous pecan belt. Tree ripened, full, firm grove-fresh pecans. Just shell and eat, or use in holiday delicacies. Make ideal gifts. Shipped in usable cloth bags.

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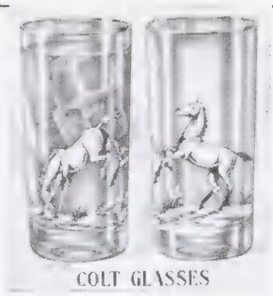
We will ship direct to names on your list and enclose gift card with your name. Please print names and addresses clearly.

2 lbs. $1.95 – 5 lbs. $4.25 – 10 lbs. $7.95

WE PAY POSTAGE. SEND CHECK OR M.O.
COD's ACCEPTED.

Satisfaction Guaranteed or Money Back

HUGH CARTER • PLAINS, GEORGIA



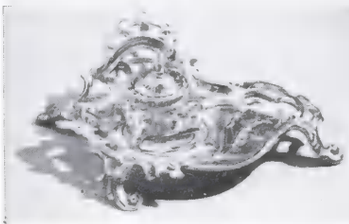
COLT GLASSES

Hand Colored, Signed

HIGHBALL GLASSES

A horsey gift of charm and distinction for long, cool drinks. The beautifully drawn colts, a bay kicker, and gray rearer were originally drawn by "Pixie" and every glass is signed. Fine quality glass, fired to make the design last forever. Hold 12 ounces; sturdy sham bottoms; height 5½ inches. Set of 8 only $7.50; one dozen $11.00. Money back if not delighted. Safe delivery guaranteed.

"little joe" **WIESENFELD CO.**
Dept. H-31 Baltimore 1, Maryland



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This exquisite ink stand complete with glass ink well has lilies of the valley and butterflies artfully worked into the original design. (Ink well makes clever Jewel Box for your favorite rings.) An exact reproduction of the one created in France during the days of King Louis XIV. Size 7½ x 6 x 3". Hand cast in brass. *Sorry, no C.O.D.'s* ..... **$12.50** ppd.



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For a really fine bowl this Carved "Melon" design is unexcelled. Bright, natural colored maple tones inside, blended dark maple tones outside . . . rubbed to a soft, dull sheen that bespeaks fine quality. Servers are carved to harmonize. About 9" in diameter . . . *Sorry, no C.O.D.'s* **$4.95** ppd.

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Wonder-wearing, washable rayon faille

Beautifully embroidered monogram . . . takes a suit to a party, makes a holiday costume out of a skirt. Removable shoulder pads. Jewel neckline in white, navy, black, gray, beige, brown. Sizes 32-38.

ORDER BY MAIL

Give first, middle, last names. State color, choice for blouse and monogram; size. Allow 2 weeks. Sorry, No C.O.D.'s. Order Style HB.

$9.95 POSTPAID

THE MONOGRAM SHOP
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Holiday

GIFT SUGGESTIONS

Here are some unusual gifts that your friends will appreciate . . . rare and choice delicacies attractively packaged by Charles & Co. for holiday gift-giving.



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Three exotic cheeses, aged in brandy and choice wines, are gift packed in a set of three colorful pottery crocks . . . Gorgonzola in Brandy; Roquefort in Brandy; Cheddar in Sherry.

3 4-oz. jars **$3.79** **3** 8-oz. jars **$5.95**

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Containing eleven choice cheeses from Denmark, France, Italy, Norway and the U. S. A. **$6.95**

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ORDER NOW FOR THANKSGIVING and CHRISTMAS DELIVERY!

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340 Madison Avenue, New York 17, N. Y.

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Name .....
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Made with Rare and Wonderful Orange Blossom Honey

SELECT ..... GLACED FRUITS

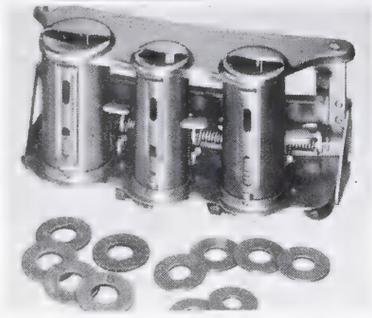
BIG, THICK SLICES of luscious pineapple, whole miniature pears, tempting apricots, huge cherries, delectable black and white figs, and plump, sassy dates. Our secret process retains all the *natural* fruit flavors. Each piece individually selected, the cream of the crop. Healthful for kiddies and grown-ups as a substitute for candy. Great to have on hand for guests. A delicious gift, sure to please. Shipped PREPAID anywhere in the U.S., gift wrapped, Christmas card enclosed.

Gift No. 1, one lb. net.....**$2.29**
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FREE Gift Book. 50 thrilling gift ideas, all in natural color. Shop with ease. Give us the address—we do the rest. We've been making people happy for 36 years.

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REAL MONEY CHANGER

for little conductors

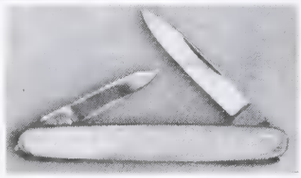
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Just like the man's on the big bus! An authentic money changer that uses real or play coins. Three tubes for pennies, dimes and nickels. Press the finger-touch ejector, and out comes the right change. Keeps youngsters busy for hours. And see how quickly it teaches them to add and subtract while playing! Solid steel construction. 2½" high.

Send Check or Money Order. No C.O.D.'s Please.

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277 Broadway, Dept. B-11, New York 7, N. Y.

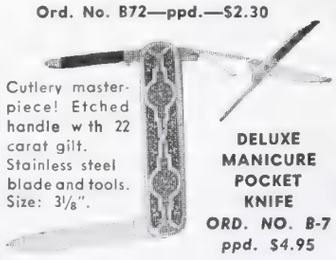
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Impressive guilloched handle graces this exceptional import. Nickelplated, mirror-polished. Size: 2⅜".

Ord. No. B72—ppd.—$2.30



Cutlery masterpiece! Etched handle with 22 carat gilt. Stainless steel blade and tools. Size: 3⅛".

DELUXE MANICURE POCKET KNIFE
ORD. NO. B-7
ppd. $4.95

UNCONDITIONALLY GUARANTEED!
(Distinctive gift box, 10¢ extra)

F. G. BUSSE IMPORTERS
VINELAND, NEW JERSEY



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The Perfect Gift For All Golfers! Thousands in Use!

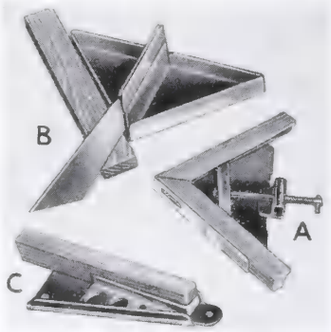
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3-New Belruss "go-together" Items

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ALL THREE (Plus FREE Spring Kit) $7.35 Value Postpaid Only **$5.50**

FREE CATALOG

Eagle Products Box 84-A MERIDEN, CONN.



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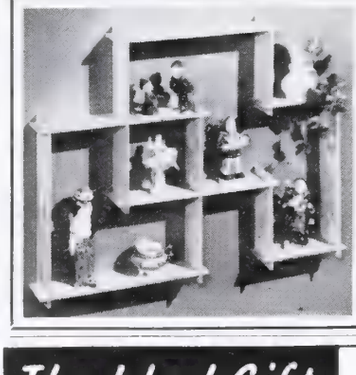
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table enough to sit fo
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it's absolutely dream
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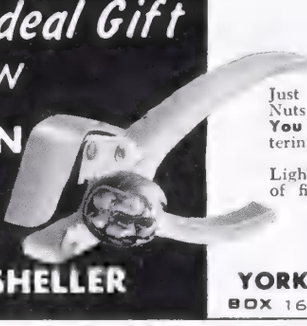
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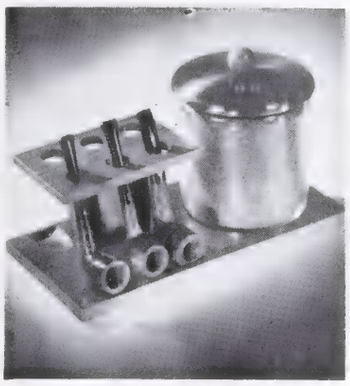
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CILLA BRECK S. and as she walks, she head from side to side. essed in Pilgrim gray nowy white apron, wears lla cap, and carries a vel, watering can, *and* seeds. Your little girl , comb, brush, and curl n hair (she has her own 16" tall, $9.95 ppd. of Boston, 414 Breck ston 10, Mass.



G KIT WITH PARTY ERS. When you want to a button or sew up a have what it takes. But want to be glamorous, our evening bag. Black with a gold thread de- lined in red satin, it nge purse and mirror, of thread, needles, and 6½" x 3¼" x 2", $4.50 line's, 444 E. Belvedere, e 12. Md.





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Simply exquisite is this letter opener of crystal-clear lucite. Permanently imbedded in the beautifully proportioned handle is a delicate orchid or a lovely rose. The gracefully designed double-edged blade snips envelopes with ease. About 5½" long overall. Charming personal desk accessory. An appreciated gift. Each $1.25

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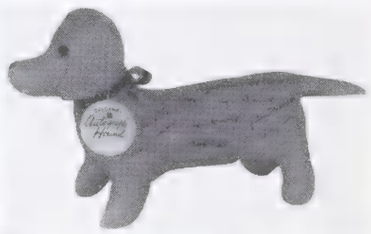
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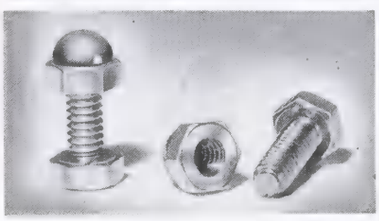
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My "Screwy" Cuff Links really create a stir everywhere they go—and no wonder! They're honest-to-goodness bolts and cap nuts, handsomely GOLD plated, beautifully polished by hand to a mirror finish.

That dome shaped nut, which is the part that shows on the front of the cuff, couldn't look more stunning if it had been especially created by a top jewelry designer.

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Here's a 10" x 11½" leatherette loose leaf album with slotted holders for over 600 favorite match covers, including pages for scores of odd sizes. . . . No paste needed. Green or maroon, only **$2.95** prepaid.



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These 13 excellent pencils, with erasers, are in red, white and blue. They come in an attractive box, arranged to represent our flag. Only **75c** prepaid.

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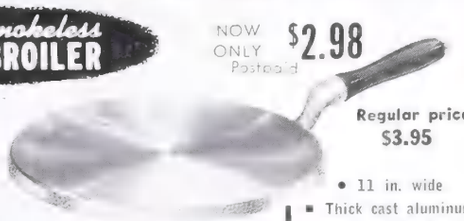
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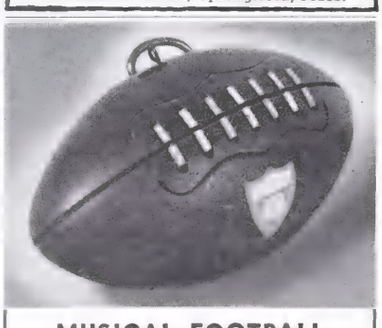
MOTORING LOG—in leathers to match above. Keeps record of places visited, mileage, gas, route numbers, etc. Fits Map Case pocket.

	Sheepskin	Pigskin
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Plays your favorite college song

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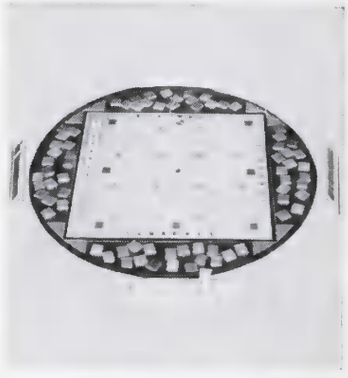
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wherever she goes if
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smart calfskin case loo
handbag. Actually it's
super heterodyne radio
like a dream. It can b
a shoulder strap bag,
inside for compact, w
9½" x 4" x 4½" high
navy, red, or brown, $
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Ave., New York 3, N.

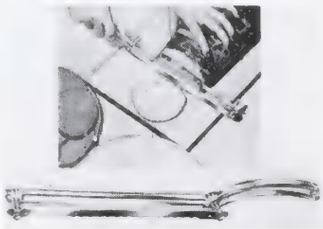


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You never saw anything so useful before! Use it for thin slicing bread, cake, cheese, meat loaves, ham, bacon, delicatessen, etc. Cuts smooth . . . adjusts to slice as thin or thick as you wish. Double hollow ground blade made from finest Swedish steel and requires NO SHARPENING—Blade stays super sharp for years. Knife has a lightweight lustron plastic handle. Your family and guests will really appreciate this knife at your breakfast, lunch or dinner table. Ideal Xmas gift. Only **$2.49**

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Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the Tap-Icer spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. *Only* **$1.00** postpaid. "If a resident of Pa., kindly add 1% Sales Tax to your order." Immediate delivery from

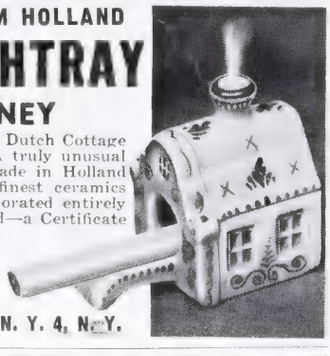
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with the gayest andirons that ever played a supporting role for a log fire. Shaped like 1/8th musical notes. They are 18" tall with 14" burning iron and weigh 17 pounds

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$4.95 POSTPAID
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World Famous Champagne Opener



Screw top jars, bottles



Crown caps, Vacuum tops



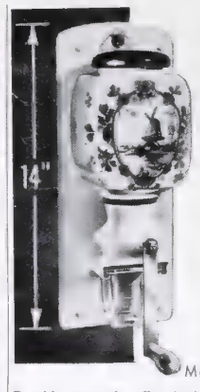
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The Gift that
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Hundreds of anglers
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mood. For elevations
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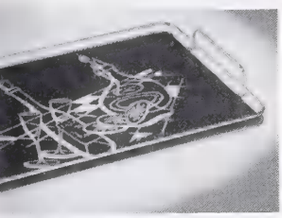


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nuch as you love your
at he should *not* leave
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Mat, your house won't
a kennel and Tabby and
vill be happy. Hooked
ked "This is Mine." is
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green wax leaf and the
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on your table or gar-
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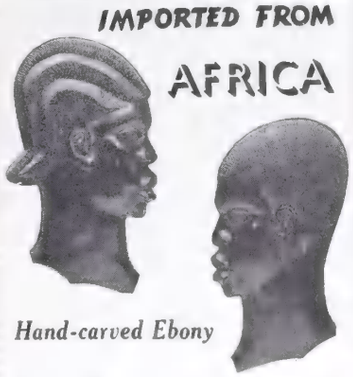




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place and prevent scratches.
of, non-staining, alcohol re-
Choose frame of brass,
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TERPRISES
T. A, BRANFORD, CONN.

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Hand-carved Ebony

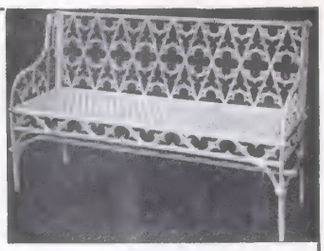
These wall masks are originals—decorative for home or office—solid ebony—beautifully carved. Imported directly from the Old Slave Coast of West Africa.

9 inches high . . . each $7.95 ppd.
Matched pair (male & female) $14.50 ppd.
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CENTURY-OLD BEAUTY
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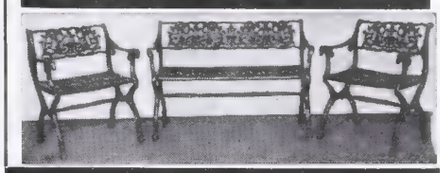
Right: **FRENCH DESIGN SETTEE.** Original over 100 years old. 55" long, 35" high, 17" wide. Cast Iron **$100.00.** Cast Aluminum **$125.00.**





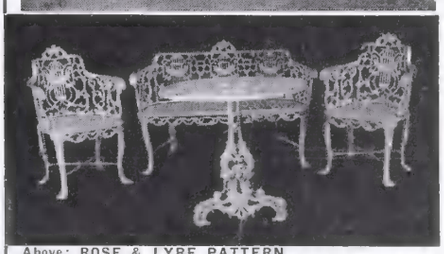
Left: **COUNTESS D'ESTE SET**

Cast Iron		Aluminum
$59.50	Settee 39" wide	$72.50
$35.00 ea.	Chair 19" wide	$42.00 ea.
$48.00	Bench #125 40" long	$57.50

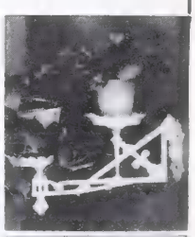


Left: **ORIGINAL ENGLISH DESIGN**
Painted in White or Antique Green

Cast Iron		Aluminum
$85.00	Settee #90 34" wide	$110.00
$55.00 ea.	Chair #92 23½" wide	$65.00 ea.



Below Right: **WALL BRACKET.** 12" long, 6" high, potholders 4" and 5" diam. Cast aluminum. White, Gold, or Antique Green. **$4.50**



Above: **ROSE & LYRE PATTERN**
White or Pompeian Green

Cast Iron		Aluminum
$65.00	Settee #150 44" wide	$80.00
$32.50 ea.	Chair #152 34" high	$39.00 ea.
$49.50	Table #75 27" high	$54.50



Far right: **FLOWER STAND FOR HOBBY PLANTS.** 11 movable arms ranging from 14" at base to 7" at top. Flowers and pots not included. White. **$24.50**



Right: **MARBLE TOP TABLE #165.** Formal Venetian top 32" × 18", 16" high. Only **$32.50**

TO ORDER SEE AD BELOW

ANTIQUE IRON CRAFTSMEN
Dept. 11-B, 2510 27th Ave., N. Birmingham, Alabama





Far left: **AUTHENTIC ROMAN LAR**—God of household and garden. 45" high, figure 25" high. Basket 14" × 11½". Available in White or Pompeian Green. **$79.50**

Left: **OCCASIONAL TABLE #85.** Delicate lace design. Original over 100 years old. Glass or marble top. 30" high, top 20" diam. Glass Top **$24.50.** Marble Top **$29.50.**

Right: **IMPERIAL CHAIR #255.** A handsome and unusual piece to grace your hall, living room, or porch. 32" high. Seat is 17" × 13", and 20" from floor. Cast Iron. White or Antique Green. Only **$34.50**



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Grandma used whale oil in the original of this Early American reproduction

Here is the sweetest lamp this side of heaven. A pair of these are perfect 'long side our canopy bed, but they are so lovely in the living room, too. The shade is white and the base, milk glass. All fittings are solid brass, and the crowning glory, a square opalescent fount with cranberry eye dot. Yes, the chimney will accommodate a 100 watt bulb. 20" all over height.

$25.95 each, $47.95 the pair.

Tell him you would love a pair for Christmas.

Nelson's
1670 GRAND AVENUE ST. PAUL 5, MINNESOTA



BLINKY BOWSER

Youngsters love this silky earred, brown plush spaniel with his realistic vinyl face and moveable eyes and lashes. Picked up . . . his eyes open wide, set down . . . his eyelids close. Hidden imported Swiss music box plays children's melody. 12" long $6.95 ppd.

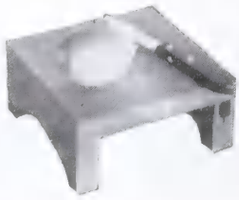
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BAR BOARD



Six inches square, of hardwood, it makes a perfect cutting surface for lemons and limes. Slot in leg stores the stainless steel knife, included. You'll need one for the kitchen, too.

Ht. 2¾ in. $2.25 pp.

LAZY SUSAN

Tired of passing the condiments? This Lazy Susan spins smoothly on its ball-bearing base. Made of Vermont hardwood, finished in a light color, it is ideal for informal dining indoors and out.



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THE YANKEE PEDLAR, 14 Church St., New London, Conn.



Save $50 by Xmas
Save $100 a Year

with perpetual Date & Amount Bank. 25c a day *automatically* keeps Calendar up to date and totals amount saved. Forces you to save a quarter every day, or calendar won't move. Also registers total amount in bank. Guaranteed mechanism and key. Use year after year. Start saving right away. Pays for itself in 8 days! Order several. Reg. $3.50. Now only $1.98 ppd. Rush order to LEECRAFT, Dept. HB, 300 Albany Ave., Brooklyn 13, N. Y.



FLOWER ARRANGING KIT

GIFT-PACKED IN HAMPER BASKET

Here in a handsome waterproof wicker hamper basket is everything needed to make all types of artistic, original flower arrangements. Includes eight holders—each a different kind—together with florist's plastic clay, roll of wire and a pair of fine florist's shears.

$15. *postpaid anywhere in U.S.A.*

Mail and Phone Orders Filled

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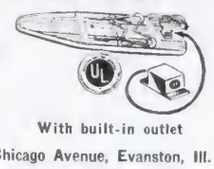
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MEYER-BILT FEATHERWEIGHT IRONING ENSEMBLE

New all metal, ventilated, warp-proof board has built-in outlet and 6 ft. extension cord. Set board anywhere—basement, kitchen, sewing room—near window or middle of room! Use full length of your iron cord for convenient, unhampered ironing. Perfect extra board, or for apartments, dormitories. Comes with 6 ft. extension cord, heavy knitted white cotton pad, durable sanforized cover, plastic cover saver. All 5 pieces, postpaid, only $6.95

Guaranteed—Order by mail from

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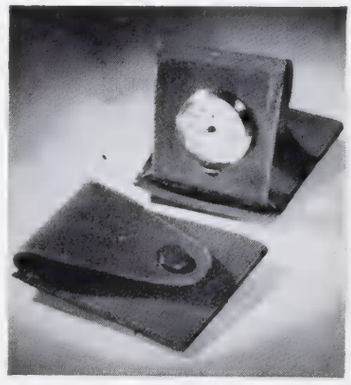
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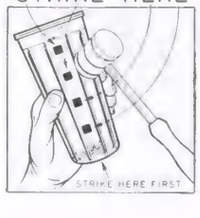
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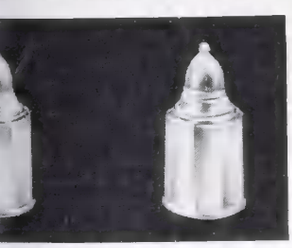
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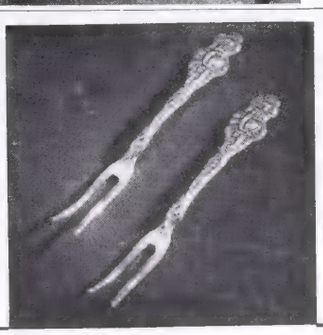
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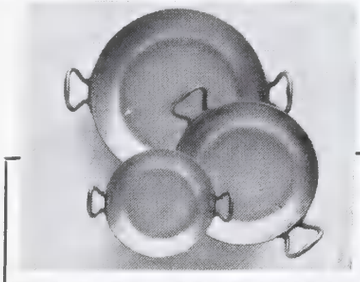
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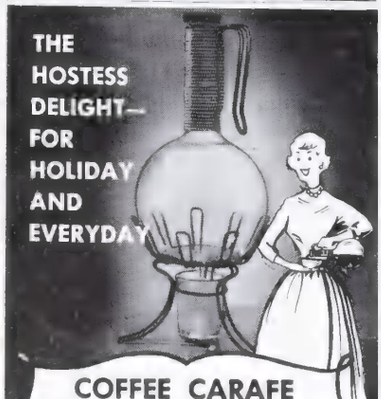
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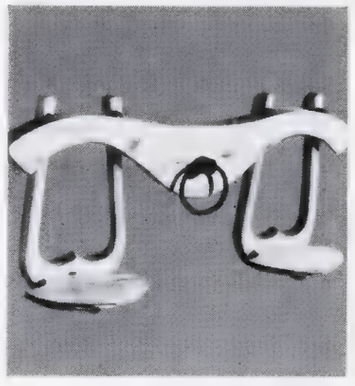
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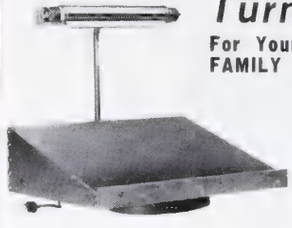
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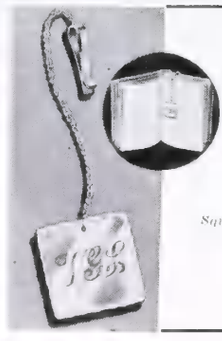
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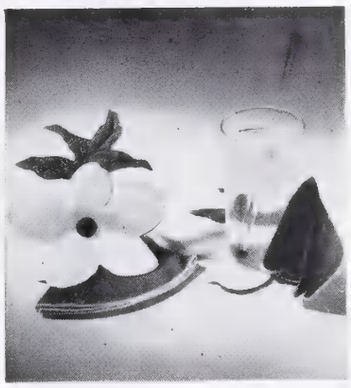
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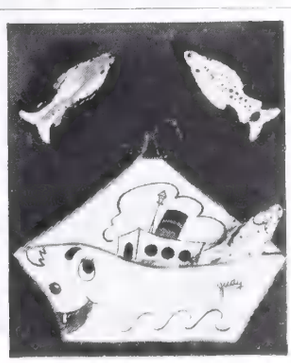
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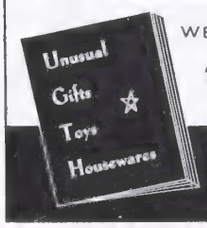
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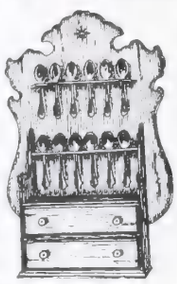
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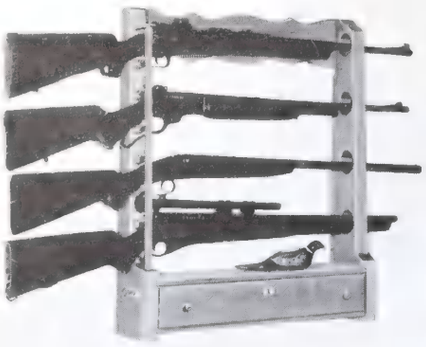


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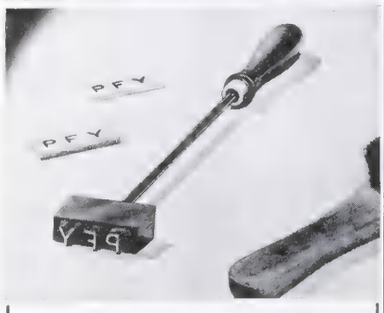
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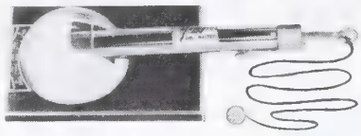
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1239 N. Highland, Hollywood 38, Calif.

WONDERFUL GIFTS FOR XMAS!

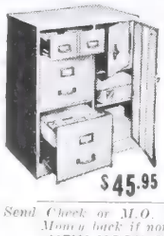
30 DRAWER ALL-PURPOSE STEEL STORAGE CABINET
SOLVES ALL SMALL PARTS STORAGE PROBLEMS



Ideal for office, home, factory, toolroom, den, workshop! 1001 uses. Sturdy welded construction. Fire-Resistant. Protects, organizes small articles, papers, machine parts, tools, etc.! 36½" high, 29⅞" wide, 12" deep. Drawer Dim. 3" high, 9¼" wide, 11¾" deep. Grey or Green.

$35.95

ALL-IN-ONE STEEL OFFICE UNIT HAS SECRET COMBINATION VAULT FOR VALUABLES



Welded steel cabinet files all important papers for home and business. Protects: correspondence, insurance policies, bills, documents, etc. Features: 2 letter file drawers, index card compartment, storage space for stationery, accessories, secret safety vault with large combination lock. Door has outside lock and key. 27" wide, 16" deep, 34" high. Grey or Green.

$45.95

Send Check or M.O. No C.O.D.'s. FOB NYC. Money back if not completely satisfied.

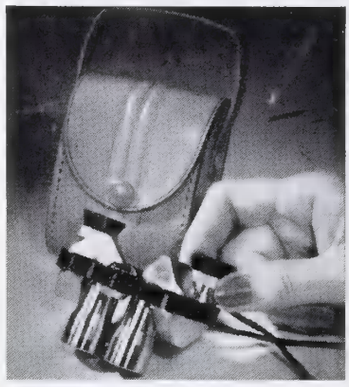
NEW YORK STEEL COMPANY
Dept. HB-11, 35 Maiden Lane, N.Y. 38, N.Y.



WINDO



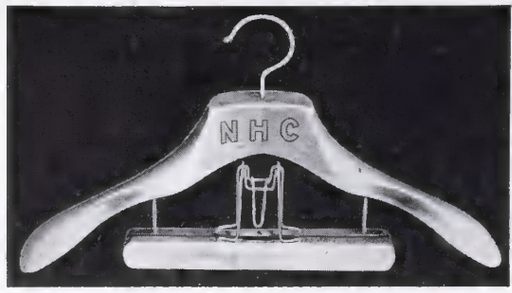
THERE'S A MAN
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horses, dogs, and
ever seen. This group
with her nursing foa
our favorites. Carved
black walnut, the m
x 3¾" high, and th
the pair is just $17.
this kind of work, t
gain. M. E. Brasher
Valley, Kent, Connec



LOOK AT IT TH
through the new 7-po
binocular that's as c
package of cigarett
into your purse jus
It brings the play c
86% closer! And wo
a marvelous present
Bird Watcher? In its
case, which can be
a belt, just $23.94 in
Ppd. Bushnell Optic
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WHITE GLAM
flower lady has caug
moonbams, touched
famous lily-of-the-va
and made the flowe
gance come to life,
loveliness on your
or your holiday bu
green ceramic cabba
high arrangement wit
sprays, $12; 4 doz
dozen, $24. Ppd. Con
322 Park Avenue, N



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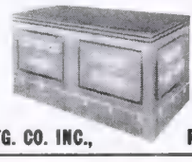
Initialed hanger ported hardwoo jacket and tro grammed with o initials. 18" han 42, 20" hanger No C.O.D.'s o

NATIONAL HANGER CO., Inc., Dept. B, 15 W. 18th St., N.Y

FOR HOME PARTIES · OFFICE PARTIES · CLUB P

DELIGHT YOUR GUESTS
WITH THIS ATTRACTIVE
COCKTAIL BAR FRONT
31 IN. HIGH. 123 IN. LONG





$4.75 each
postpaid
NO C.O.D.'S PLEASE

★

THIS HANDSOME WOODGRAIN FINI
AN EXCELLENT FRONT COVERING F
BARS. MADE OF FLEXIBLE, STURI
SCREEN PROCESSED IN BRIGHT YELLO
IT FITS SNUGLY ACROSS THE FRO
ENDS OF TWO ADJOINING CARD TA
ENTIRELY AROUND ONE CARD TABL
FOR TEMPORARY BARS MADE O
TRESTLES.

THE REYBURN MFG. CO. INC., ROYERSFORD, PA.

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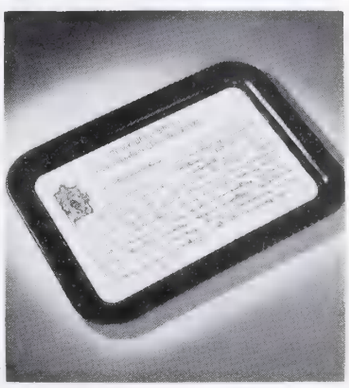
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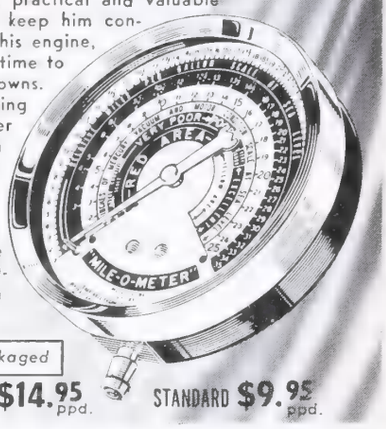


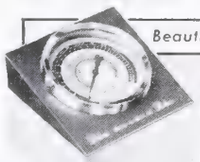
GIVE THE FAMOUS MILE-O-METER

THE FINE GIFT FOR ANY MAN WHO OWNS A CAR



Mile-O-Meter is the most fascinating, practical and valuable gift any motorist can receive! It will keep him continually informed on the condition of his engine, forewarning him of engine troubles in time to prevent exasperating highway breakdowns. It will also warn him when he's wasting gas, and show him how to get far better mileage! Simple to install on the dash of any car — no holes to drill — all directions and fittings included. Nationally acclaimed by more than 60 leading magazines and thousands of enthusiastic everyday motorists, the handsome chrome and black Mile-O-Meter is the ideal gift for any man who owns a car!





Beautifully Christmas packaged

DELUXE ILLUMINATED **$14.95** ppd. STANDARD **$9.95** ppd.

GALE HALL ENGINEERING INC., Dept. 377, North Hampton, N. H.

Mailed anywhere within 24 hours! Add 35c for Special Delivery. Money-back guarantee. C.O.D.'s accepted.

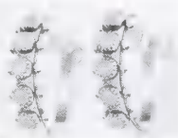


TWIN GOOD-LUCK RINGS

Designed by the Skilled Indian Silversmith Blue Sky Eagle. Sterling Silver set with 5 turquoise blue stones. Usually worn 2 on a finger. **$2.95** each or **$5** the pair.

Send Ring size or measure with string.

LOOP EARRINGS to match. Sterling Silver set with 5 stones in each earring. Screw back style—**$3.95** pr.



Send cash, check or m.o. No COD's please. Prices include tax & postage. Satisf. guar.

Gift orders carefully handled

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STAINLESS STEEL FLATWARE



From England comes this very distinctive pattern which is an exact replica of a fine old Sterling design . . . pistol-grip handled knives with real Sheffield blades, rat-tail back spoons . . . beautifully simple, stays bright without polishing.

6 piece place setting, 7.95 ppd.

CANNELL & CHAFFIN

3000 Wilshire Blvd. Los Angeles 5

ws in like a light bulb!

New TOLE HANGING LAMP

connect. Imagine, now you can change a
e with a twist of the wrist. Wherever a light
crewed in you can hang this delightful lamp!
metal trimmed with shining brass . . . 8" dia.,
as opal glass reflector. Takes 100 watt re-
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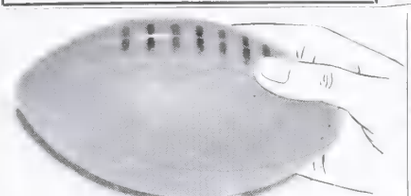
connect. **Only $5.75 postpaid**

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Ask for free gift catalog



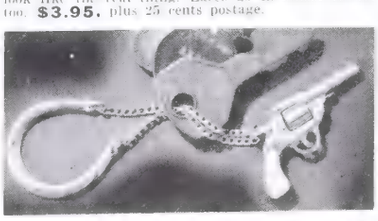
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KELL DALLAS 4, TEXAS



This football plays your college song!

Touch a button and this football plays YOUR college song; perfect to every note! (Choice of over 75 college songs). We make these up to your order; using fine Swiss music-box movements in pigskin-grained footballs. They're perfect in every detail; look like the real thing. Laces go in school colors, too. **$3.95.** plus 25 cents postage.



Unusual pistol key chain, in Sterling!

Perfect reproduction of the "gun that won the West", hand-crafted in solid sterling. Barrel revolves; fitted with pearl hand-grips. Holds up to 10 keys. **$5.** Matching pistol cuff links, $9.95 set. Pistol tie holder $7.95; all in solid silver. There's not a man in the world who won't like these!

MARKET COMBERS *(send for free catalog)*

Box 3282-F, Atlanta, Georgia (Dept. 2L)

PRESERVES FROM OREGON MOUNTAIN MEADOWS



for **CHRISTMAS GIVING**

Plump sun-ripened berries and fruits; slow-cooked the old-fashioned way in open kettles, using only sugar and fruit. Packed in rustic gift boxes decorated with Oregon forest sprays and cones. Unusual personal and business gifts.

"CHUCK WAGON" BOX. Five assorted 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves, Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones. *Shipped prepaid,* **$3.25**

FREE BOOKLET Lists Gifts $2.95 to $25.00

JANE AMHERST 1903 N Argyle, Portland 17, Ore.

☐ Send boxes listed on enclosed sheet ☐ Send booklet

Name_____

Address_____

City_____ Zone____ State____

but lovely as an "objet d'art"

Quick-Out Ashtray

its any setting . . . lustrous white
and and cigaret rests with 8 dif-
ictures of antique automobiles per-
ed into glaze—1899 Packard shown.
cal, too. Cigarets extinguish quickly
es—no odors, no smudged fingers,
s. Send $1.50 for one postpaid; pic-
with shipment. A perfect gift item!

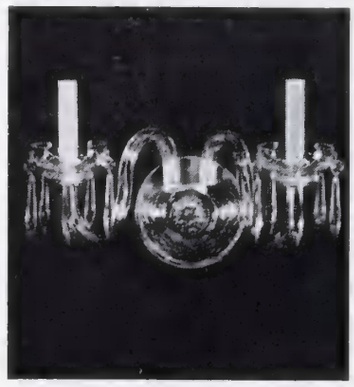


Wagar Industries

Box 4726, Cleveland 26, Ohio



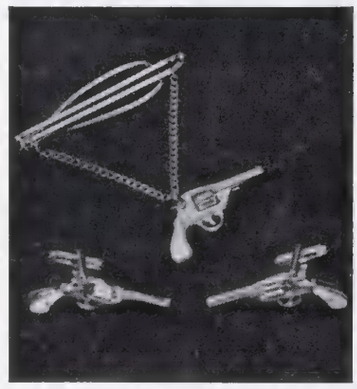
WINDO



TRULY, TRULY
the crystal clear, b
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A pair of them will
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crystal, they are 14
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plate. They are $32
ppd. Paulen Cryst
Broadway, New York



HER NAME IN
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HOT-SHOT JEW
ways hits the target
you are trying hard
The barrels of the
really revolve! The
tie clasp are handma
silver and have pea
like the real thing!
$9.95 the pair. Tie
incl. Federal tax
Market Combers, B
tion "F," Atlanta,

GIFT WITH *Charm*



#200
$9.95



#400
$19.50

Silhouette estate signs in heavy rustproof metal for lamp post, tree or home. Name cast into design at no extra cost.

Standard signs as #200, 18 x 14 inches **$9.95** delivered postpaid. Name to read from both sides $3.00 extra. Any special design from your rough sketch or picture $5.00 extra. Special Bracket Signs as #400, 19" wide by 19" to 24" high are made up from standard or special designs. Bracket and sign all heavy aluminum. These signs are **$19.50** complete and postpaid. Name to read from both sides $4.00 extra.

For prompt shipment order direct from this ad. Satisfaction guaranteed.

#200 Coach & Four

#212 Country Doctor
#218 The Windmill
#118 Dog—Any Breed
#114 Colonial Couple
#320 The Roses
#128 The Hunter
#120 The Pines
#220 Sailboat
#224 Steer
#310 The Conastoga

Catalogue on request

DOUCET METALCRAFT
Box #7 West Peabody, Massachusetts



Decorate your lawn with
FLORIDA FLAMINGOES

Made of aluminum castings to last a lifetime. Full body shape about 30" high. Enameled flamingo red with black beak, eyes and wing tips. Legs are purple. Price $7.90 per pair postpaid. Money back guarantee. Send remittance to:

CERTIFIED PRODUCTS CO.
Dept. 115, Louisville, 11, Ky.

SAVE YOUR EYES

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

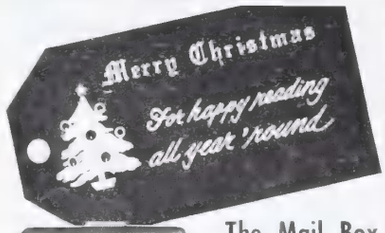


THE FEATHERWEIGHT MAGNIFIER

STOP SQUINTING

And wrinkling you face when you read. Use FEATHER-WEIGHT—the new long lens reading glass. You SEE BETTER with its 3¼" lens that shows newspaper print a column wide. Weighs only 2 ounces. You can hold it longer without trembling or tiring. Choice Black or Blonde. Send check or money order $3.95 postpaid. Your money refunded if not fully satisfied after 10-day trial.

EDROY PRODUCTS CO.
488 LEXINGTON AVE.
NEW YORK 17, N. Y.





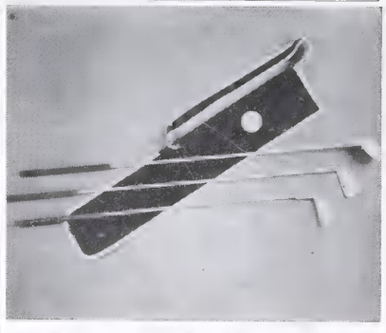
The Mail Box that holds ALL the Mail and Newspapers, too!

Beautiful, long-wearing, non-rusting ALUMINUM, 16" high, 11½" wide, projects 4⅝" to 3⅛". Five baked-on finishes: Antique Bronze, Mist Gray, Cape Cod White, Hammered Brass, Colonial Black; also Natural pebble-embossed aluminum. Only $7.75 postpaid. (Denver and West $8.20)

Personalized nameplate $1.50 extra. House numerals 5¢ per set (up to 4 numerals).

Specify mailbox finish and choice of red, green or cream numerals. Order yours today!

NOR-GEE CORPORATION
2240 W. 2nd St. Jamestown, N. Y.



Golf for the Active Child

Give that child of yours an early start to develop into the style of golfer you dream about. 5-pc. junior golf set has a 30" driver, 29" mashie, 26½" putter. All aluminum clubs with rubber hand grips. Sponge rubber golf ball and leatherette shoulder strap bag complete the set. No C.O.D.'s please.

postpaid **$3.50**

Write for Free Gift Catalog!

PERSONAL GREETING CO.
Dept 11-B 93-24 Queens Blvd., Rego Park, N. Y.

MIRACLE FIRE CONES



"Magic Color For Your Fireplace"

Cones are dipped in wax—come in five colors: red, blue, chartreuse, green, yellow, tipped with either silver or gold.

Completely handmade—chemically treated to add a bluish green glow to your holiday fires. Brings cheer and charm to your fireplace. Many exciting uses for yuletide decoration. Excellent gift for "the hard to please" on your list.

GIFT BOXED $1.50 ppd.
anywhere in U.S.

Special holiday offer: 3 boxes for $4.00
shipped day order received
check or money order to

DUXBURY ARTS
R.F.D. Franklin St., Duxbury, Mass.



ORVIS *Fly Box*

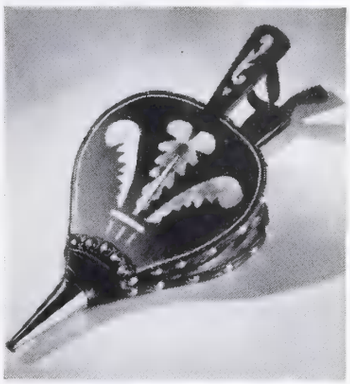
IT'S MAGNETIC! • IT
Magnifying lens in lid of bo
changing and tieing—aids in
of natural insects. Notched
holder is magnetized with scc
Alnico magnet – holds 36 flie
strongest wind – rotates for e
Adjustable neck strap frees
Pocket size. Clear view top. h
plastic base. Prepaid. Send m
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6 dry–$12.
One of the many exciting fishin and equipment from the ORVIS

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Manchester

HOPPING



OF THE HEARTH
ne Bellows to fan an
dancing blaze. Black
enciling, it's maroon
ith brass tacks and
her thong for fireside
4" x 7½", it's $6.50.
8½" size is $11.95.
le in antique pine
rown sheepskin and
s. Add 35¢ west of
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St., Millis, Mass.



STOP TRAFFIC
fe-size choir boys on
wn. Both Ebony and
ed, freckle-faced pal,
ade of weatherproof,
ard molded rubber
heir faces glow from
lbs hidden in their
red or green robes,
5 each; 53". $52.50
. Mold-Craft, Inc.,
Washington, Wisc.



WIFE BAROM-
heart-shaped wood
tabs on the current
Mama's disposition.
reads "The Wife is
Papa can move the
y, Lazy, Cross, Sour.
Loving." In Swe-
n, or in English, it's
$2.95 ppd. Beverly
27, Tuckahoe, N. Y.



CHRISTMAS CARDS WITH AN
Artist's Sketch
OF YOUR HOME





Send us a photo of your home. Our artist will sketch it and we will print it on the cover of this Greeting. A sheet of snow-white parchment paper is French-folded to 5" x 6½". On the cover (above) is the sketch of your home in black, with "From Our Home to Yours" printed under it in red. Inside (left) is printed your name under the message "Best Wishes for the Holiday Season."

Prices, with envelopes
25 — $5.95 100 — 19.35
50 — 10.50 150 — 27.90
75 — 14.95 200 — 36.25
Each Card over 200-15c



Yours Free! Exciting Catalog of new and unusual Gifts, Toys and Housewares!

Miles Kimball 29 Bond St. Oshkosh, Wis.

IDEAL GIFT FOR MEN!

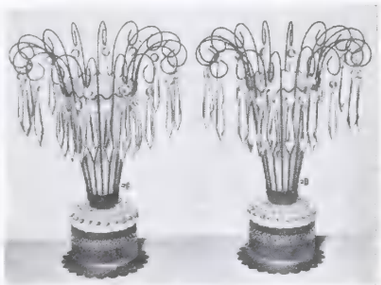


DON'T RUIN MEN'S SUITS
with Ordinary Hangers!

Broad, curved shoulders provide natural drape; mean long life to suits. Made by Setwell of satin-polished hardwoods, personalized with our exclusive gold and black initials. Not 1 in 100 men have hangers that give proper care to their clothes. Order this practical gift today!

18" Hangers, for Suits to size 40, 3 4.50 6/8.50
20" Hangers, for Suits 42 and up, 3 $5, 6 9.50
Add 50¢ Per Order, Due to Weight

PHELPS-TERKEL
Dept. HB-11
5550 Wilshire Blvd., Los Angeles 36, Calif.



Exciting New
3-Way Shimmering Showers

Give your room a glamorous, luxurious accent . . . you'll thrill to the beauty of these new shower lamps! Each one has **32 imported 2-pc. cut crystal prisms** cascading from dramatic black metal sprays. Openwork satin black base, white fiberglas inset. Fully electrified—light top and bottom separately or together. Perfect for your TELEVISION CONSOLE, office, or piano, credenza, mantel, etc. Call the family. Remarkably priced! ... Limit 25 letters per $2.98 clearly. Prompt delivery. *guaranteed or money refunded.*

Order By Mail With Confidence

Gifts and Greetings
Rockland 157, Mass.

RE'S MAGIC MUSIC!



LD BIRD SONGS
Their Native Habitats
NG-PLAYING RECORD

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one who loves the sweet-
rs of field, dooryard and
a truly enchanting gift!
Fidelity, 33⅓ rpm micro-
44 minutes of delightful
e listening. The authentic
s of 49 most popular Amer-
each introduced by the
ells—who made this re-
tribution to nature lore.
American Nature Association.
lite Only $7.95 Postpaid
Prompt!y—No C.O.D.'s please.
ECORDING SERVICE
d., Old Greenwich, Conn.



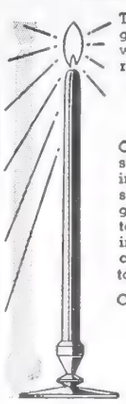
LAZY-BACK
CAR PILLOWS

Made of super-soft Firestone Foamex (molded foam rubber), the Lazy-back Car Pillow cushions your back and neck from bumps and jolts. It is odorless and dustfree . . . zipper-covered in soft wool and rayon Scotch plaids . . . adds a touch of *luxury* to any car.

Size: 12" x 18". Colors: Red, green, and blue. $6.95 postpaid. No C.O.D. orders please. Immediate delivery—money refunded if not satisfied.

WHITEWATER FOAM RUBBER CO.
Box B-2202, Richmond, Indiana

Cathedral Metal Candles
(FULL SIZE – 12" HIGH)



Two candles gift boxed with six refill candles **$3.95** POSTPAID

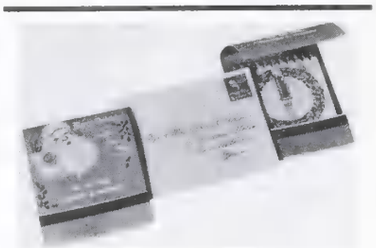
10 EXTRA REFILL CANDLES **$1.25**

Can't drip because the candle is sheathed in a beautiful, glistening metal shell, that follows the shape of the candle – and adds glamor, charm and atmosphere to any decor. A concealed spring inside the housing, pushes the candle upward as it is consumed to the very last bit.

Choose from these decorator colors:
Gold Bronze
Silver Aluminum
Robin Egg Blue

WRITE FOR CATALOG

SPENCER INDUSTRIES
117 S. 13th St.
PHILADELPHIA 7, PENNA.



Giant Christmas Card Matches that Glow with Warm Yuletide Spirit

Kindle fond holiday remembrances with your personalized greetings on these card size match books. Measuring 4½" x 3½", they come with P.O. approved envelopes for mailing. Cheery Santa design on red covers with your name in silver or gold.

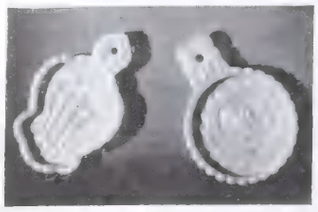
25 cards $3.00 50 cards $5.50
100 cards $10.00

Franwal
Red Bank 1, New Jersey

WINDOW SHOPPIN

COFFEE BAR simplifies your buffet meals, snacks, coffee on the terrace. Includes 16-cup Pyrex carafe, covered sugar bowl, creamer on black iron candle warmer stand measuring 15"L. x 8"W x 6"H; natural raffia trim. **$14.50.** Extra candles, 60¢ doz.





MILK GLASS TRIVET ASH TRAYS have raised rims and holes for hanging. Use them as pretty wall or shelf pieces, or practical coaster/ash-trays. All molded in authentic Colonial designs. 5" long. **Set of 4, $4.25**



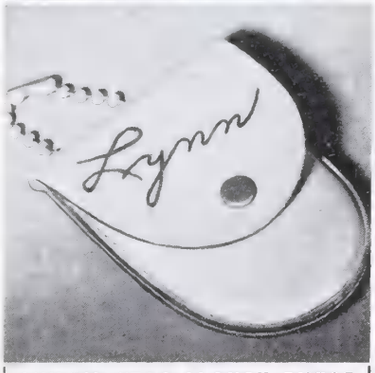
TIPPY TIM COCKTAIL GLASSES start the party off right. Tipsy bent stems, whimsical hand-colored faces fired into glass, jaunty real fabric bow ties . . . a sensational bar decoration! Set of 4 glasses (3½ oz.) **$5.50,** add 25¢ W. of Miss.

All postage prepaid. *Write for FREE catalog HB.*

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CHILD'S "TAG-ALONG" PURSE

WITH NAME BRANDED ON

No "losers-weepers" when the attractive "Tag-Along" purse totes change and bus tokens. Fastens to belt, buttonhole or suspenders. Opens and closes easily without detaching. Genuine sheepskin in natural tan or red, with beaded chain. Personalized with first name permanently branded on. Popular with teen-agers too. *When ordering, please specify color, and PRINT name to be put on purse. Boxed, if requested. Sorry, no C.O.D.'s.* **$1.00** *postpaid.*

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Here's a gift idea that's simply sensational. . . . our personalized bracelet. Gold plated slave chain makes it smart and chunky. AND to the sunburst gold disk (1½" dia) we've added 2 or 3 beautifully engraved initials. It's guaranteed to make a girl's heart flutter to find this under the Tree. Smart fashion to wear, a jewel of a bracelet to give! (Gift boxed and immediate delivery.) Please add 25¢ for postage and handling.

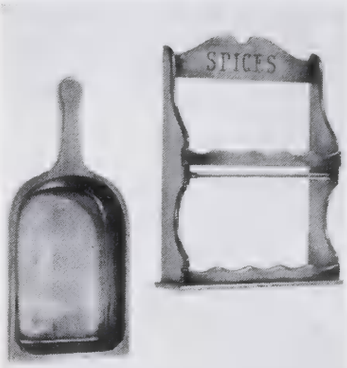
$2.00 tax inc.

VERNON SPECIALTIES CO. Dept. HB11, 156 Fourth Ave., Mt. Vernon 11, N.Y.



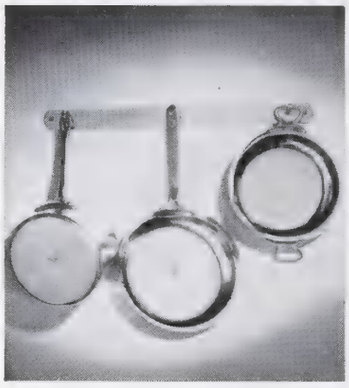
THESE ALMOST GET PHOTOGRA

cause WINDOW SHOP busy "testing." W tasted apples so magn guised. "Aplets" co from Washington's fi with loads and loa walnuts. It makes holiday confection, a ous one-pound box postpaid. The Merr N.E. Glisan, Portla



COMPLIMENT T

and the kitchen whe with delightful pin these. The spice shel 9¼" wide x 12" h into a tiny corner, an spice and herb you The scoop server h corn, hors d'oeuvre very deftly. 12½" lo and $3.75. Ppd. O Forge, Guilford, Con



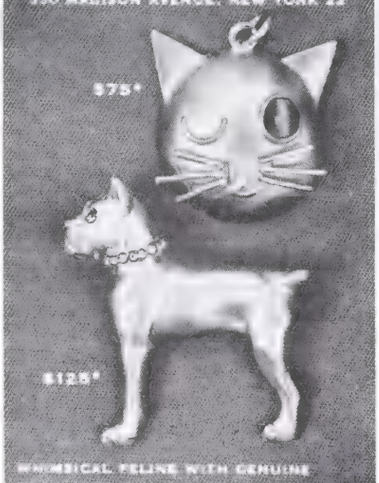
PAN HANDLER

who can scramble a love this brilliant co set. A ¾-quart sauce frying pan, and a 5½ pan all in solid copp own hanging bar. Ju suppers for two, a or ment, for a bachelor handy with a skillet. June Kamen, Dept. Park Ave., New Yor

(*Continued on page* 105)

Merrin

330 MADISON AVENUE, NEW YORK 22



$75*

$125*

WHIMSICAL FELINE WITH GENUINE CAT'S EYE CHARM OR PIN, $75*

BOLD BOXER WITH DIAMOND COLLAR AND EYES, $125*

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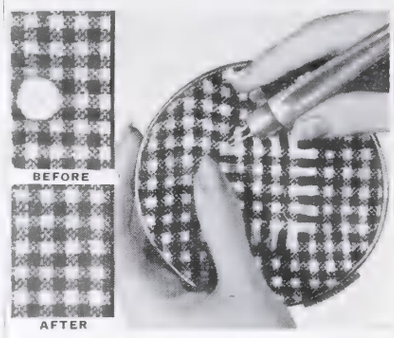
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Someone you love will cherish this thoughtful gift. A beautiful sterling silver book marker for Prayer Book, Bible, or Missal. At one end of three black or red satin ribbons is a sterling silver cross or star of David; at the other end of each ribbon is a hand cut silver initial, forming a three-letter monogram. *An acceptable gift in many religious orders for priests and nuns.* Postpaid, only **$3.95**

Print initials plainly—state whether cross or star and ribbon color.

Religious Art Guild

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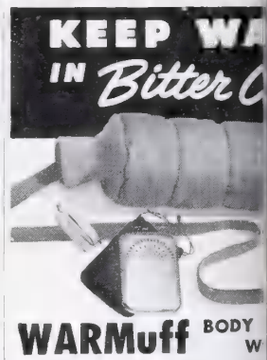


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WARMuff delivers cozy hunters, fishermen, footba others who suffer in co WARMuff is an 8-oz., wat poplin covered, insulated straps around waist to ke and hands warm. It is w heating unit that generate 24 hours on one fueling. knit wristlets. Fully guaran ideal gift. Free folder on r

WARMuff with heating Unit . . . . . postpaid

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ccidents will happen! But you can take them
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Pleasant! Modern! Practical!

Yes, morning after morning, you'll wake up refreshed and ready to go . . . when you sleep under a *Northern* electric blanket. Northern built the first electric bed covers 41 years ago. Now more than 1,000,000 Northern-built electric bed coverings provide sounder, more relaxed sleep for people everywhere.



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WINDOW SHOPPING

CONTINUED FROM PAGE 100

TREAT! An authen-
en shoe from Holland
r table into a garden of
t. This 18"-long Dutch
g, hand-painted with a
indmill scene, makes a
t as a centerpiece plant-
a fruit bowl, candy or
r, or guest-room vase.
fruit not included, is
d. National Sales Co.,
Parksville, New York.



NY COOKS spoil the
ruin the stew because
afraid to experiment!
splash their steaks and
rs with tangy Barbeque
this. Try it once and
er a whole case! And
taste-mate, Belle Queen
vait until you've tried it
$1 ea., ppd. H. P. John
ducts Co., P.O. Box 158,
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EL AND A HECK
of flavor comes to you
Florida in this glam-
bushel basket. You
d oranges, grapefruit,
marmalades, coconut
s, and shelled pecans.
shel (about 55 lbs.) is
lf bushel, $5.25. Ppd.
Groves, Polk City, Fla.





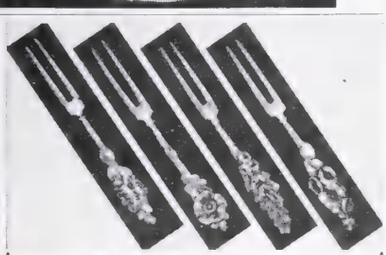
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& PEPPER SHAKERS

ould be more appreciated
pair of thorobreds—ster-
er and glass-lined—for
fe. These sparkling shakers
ideal gifts for those par-
people on your list. Order
pair for your home. Ex-
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STERLING QUALITIES make these forks a notable purchase. Little beauties, each topped with a different, exquisitely wrought flower, tipped with gold-plated tines. For lemon, pickles, or hors d'oeuvres. Anyone who appreciates fine things will be thrilled with them. Sterling silver, 4¼" long. Set of 4, $6 ppd. (Tax incl.) **Jamaica Silversmith, 79-32 164 St., Jamaica 2, L. I., N. Y.** Dept. B.

Matching Demitasse Spoons
$8.00 for set of 4

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Designed for BETTER SEEING!



Sight-Light—New, hand-decorated ivy model—up to 10 times brighter than ordinary lamps; glareless, diffused for reading, writing, sewing, games. Adjusts to 50" high. All metal. Shiny brass column and arm. Antique gold ivy on maroon, Georgian green, ebony, or mist gold reflector and base.....**32.50.**

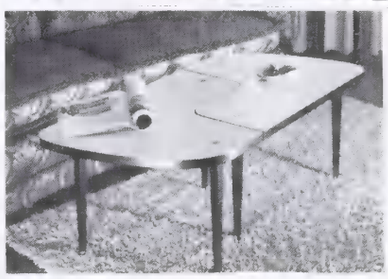
Chalk white reflector and base with multi-colored antique gold, rose, blue, and green ivy.....**32.50.**

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In bright polished aluminum finish with wrought iron stand, **$9.98** *postpaid.*
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EGYPTIAN TEA CADDY

Just Arrived from England!

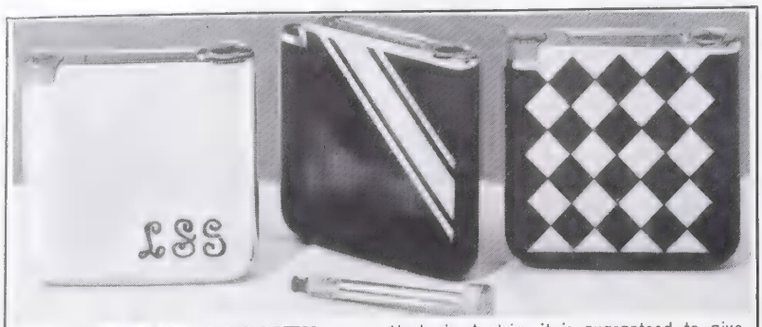
The age-old culture of the Nile inspired this handsome octagonal container, with its unusual fluted body. The scenes and traditional ornament of the famed "Valley of Kings" add brilliant splashes of color to its attractive golden finish.

As a conversation piece in your living room, it may hold cookies, tobacco, nuts, candy. On kitchen shelf, it's ideal for your finest tea or spices. Generous in size—4½" x 4⅝" high. The inside is completely gold lacquered, with double walled tight-fitting lid.

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Made in Austria, it is guaranteed to give satisfactory service. Extra flints with each lighter. A gift that deserves top rating on any list. 2"x1¾". For women we suggest either the red enamel and chrome check or the tortoise shell with chrome stripe. For the men the appropriate design is the solid chrome with monogram.

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HOSTESS WAGON
EXCEPTIONAL VALUE AT $19.95

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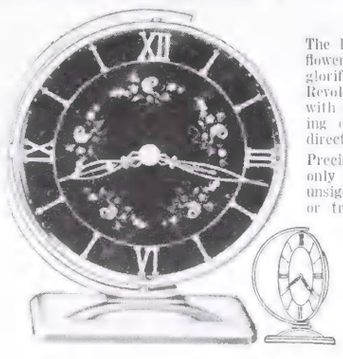
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Precision guaranteed American made 8-day movement (wind only once each week) spares the beauty of your home from unsightly wires and connections. Blends perfectly with modern or traditional settings and draws admiration wherever used. Fine imported case, in satin gold finish, stands 7¾" high, has 5" base, and 6" dial. An exciting "once in a lifetime" gift that offers a lifetime of pleasure. Only **$19.95** tax included and postage paid. No C.O.D.'s, please.

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WINDO



JEFFERSON FIL BLE is an exact c original that Thoma designed so he co seated and gain acce correspondence just the table top. The fro the 8 drawers is inlaid of the alphabet. Solid 31" wide, 28" high. Slightly higher W. of Antique Co., 900 W. Richmond 20, Va.

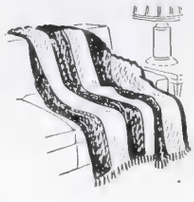


ROCK-A-BYE HO a merry melody when ered Lochinvar rides you, watching the p won't know which to dimpled jockey or th pony. He's white-enam spotted with red and dots, and the rockers yarn mane are brig long over all, 20" exp. coll. Book Ends. St., Glen Cove, N.Y.



FIZZ WON'T FIZ your bottles of club s ger ale. Pepsi will and beer won't go fla the Handy Dandy. opener, a bottle op *reseal er!* We think i tion is its claim t not only recaps bo seals them factory t chromed steel with iv plastic handle. $1.9 Mart, 62 W. 45th St.

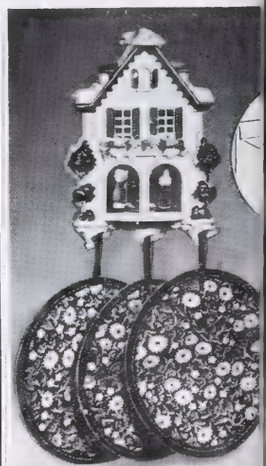
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Hand painted hanging plastic and 3 thick pot holders. Bright one side, asbestos other side practical gift to brighten the ki When twins come out of the watch for fair weather—old appears to forecast bad weath

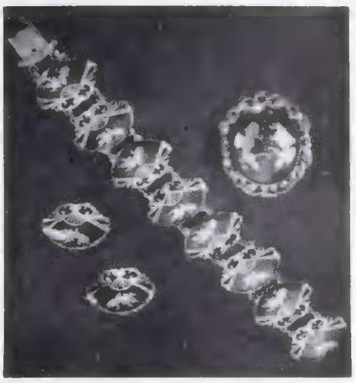
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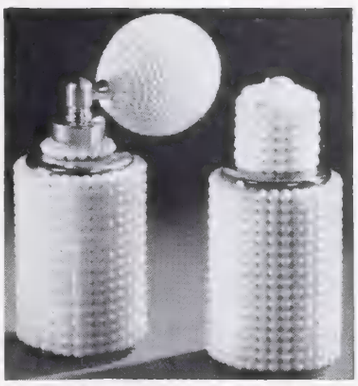
HOPPING



NG OF SIAM might this jewelry to Anna of royal gratitude for his children. Hand-rling silver by Siamese dramatized with a jet-, ancient marks of roy-a story that dates back acelet, $15; earrings, , $6; cuff links (not . Add 20% tax. Ppd. Gifts. 11 Island Ave., ch. Fla.

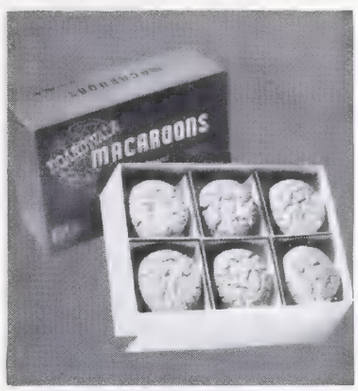


E AND ABROAD set to be seen and to . If you're sitting in your dressing table, urself with your own perfume that sprays small atomizer en-h seed pearls. Or if the town, depend on ize perfume flask to glamour. $3 the set l Rocklin Gifts, Box e, N. J.



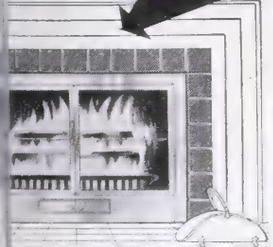
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Your Window Shoppers so many of them that rapher almost didn't ure. And they are a ite on the boardwalk City where they are daily. A real holiday x of 48 is $2.95; 24 Ppd. A. L. Roth Maca-Shop, 2627 Boardwalk, ty, New Jersey.



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in STERLING SILVER or in 22-K GOLD LEAF

Romance your "candle-light and silver" table set-tings with these Lady Brett 12" MONOGRAMMED CANDLES.

Hand-made, hand-dipped, hand-decorated in Germany by candle makers for European royalty. Taper burns with brilliant blue light *hours longer* than ordinary candles. Gold or silver initial and wheat crest fused in white candle by secret process—generations old. Charming "conversation" decor. Please specify initial, choice of gold or silver.

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A REAL WESTERN SADDLE!

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OR A LITTLE RED CHAIR!

This one's imported from Sweden and personal-ized with your little one's first name. He'll treasure this chair for years as a precious childhood memory. Just the right size for any child from 1 to 6. Solid hardwood with a gay red enamel finish to lend a bright spot to the child's room. Order No. P159 Each **$3.95**

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Brand new design—and so different—and perfectly balanced on oil-filled swivel, so it swings easily in slightest breeze to give you a true forecast of the weather. Made of aluminum, fin-ished in rich black. 21" wide, 30" high, **$19.50** f.o.b. Wheeling.

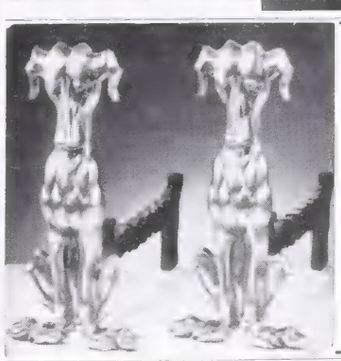


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Handcrafted Specialties since 1922—Lanterns, House Signs, Mail Boxes, Door Knockers, etc.

41 Old Milwaukee Road, Wheeling, Ill.



FAITHFUL HOUND DOGS

ANDIRONS

This handsome pair of hounds will take very seri-ously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 36 pounds

Solid Brass Dogs $29.95

Cast Iron, black satin finish $19.95

Catalog of other sizes 10 cents. Transportation collect.

TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N Nashville 5, Tennessee

IMPORTED SPICE RACK

WITH 6 HAND PAINTED CONTAINERS



$3.50 *ppd. Complete*

Here's a gift with the mellow flavor of a sunny old-world kitchen! Handsome, sturdy wood rack with Rustic Provincial finish graces country shelf or city wall with equal charm. Holds 6 big white glazed Ceramic sifter containers, gayly hand-decorated Quimper style inscribed for All-spice, Nut-meg, Ginger, Cloves, Cinnamon, Paprika. Rack 10½" wide, 13½" high, has handy metal hooks for hanging. Containers 4" tall.

No C.O.D.'s Please!

AGNESTRONG 39 West 8th St., Dept. B-11 New York 11



← TISSUE CASE

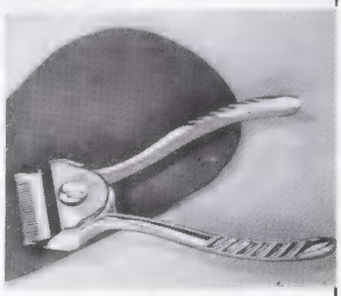
It dispenses tissues—one sheet at the time. Lovely little case for carrying Kleenex in your handbag or pocket. Beautifully made of colorful Persian gold printed brocade, it holds a full pack of tissues—keeps them clean, sanitary and unrumpled. Neat, practical and pretty, it's a smart gift so why not order two—one for giving and one for keeping. Complete with pack of tissues.

75¢ each postpaid. 2 for $1.35 postpaid

HAIR CLIPPER →

Stop lady! Don't shave off unwanted hair on legs and arms! Doing so only aggravates the condition—makes hair grow faster and heavier. Clip 'em off with this dainty precision-made hair clipper. Leaves skin soft—not harsh and brittle as does shaving with a razor. Made from the finest steel—imported from Germany these fine clippers are guaranteed to give complete satisfaction. In red plastic case.

$3.95 postpaid.





← *Glamorous* LUNCH CARRIER

They'll never guess you have your lunch inside this lovely bag! Prettily feminine carry-all with bouquets of rosebuds on a white background. Made of sturdy seersucker—textured plastic with a drawstring top. Metal lined, it comes complete with a matching, ½ pint thermos bottle. 9" × 6½" × 3¾". Tote it to office, to school, on picnics, auto trips. Wonderful for baby's food and accessories, too.

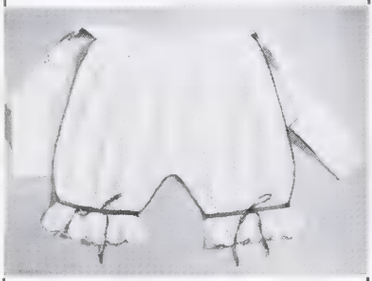
$3.25 postpaid

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BLACK & CO., INC.

106 Black Building, Rockville Centre, N. Y.

Panta-Loonie Apron



for the gal with a sense of humor

Gayer than a Gibson Girl, practical as a cookbook, Panta-Loonie Apron looks like Grandma's bloomers. Made of washable red and white polka dot percale; trimmed with white eyelet embroidery ruffle and rooster red binding. $2.95. Also in black Ever-glaze cotton with white eyelet embroidery. $3.50.

Postage Paid. Satisfaction Guaranteed.

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SMITHFIELD HAMS

The finest sherry is by no means wasted on Smithfield Hams, for they are accustomed—by association through over 300 years—to only the most gracious homes. For business associates, clients, friends, family . . . just those whom you know would appreciate the finer things . . . a Smithfield Ham is the ideal gift. They are baked slowly, evenly, basted liberally in wine to bring out all the succulent goodness which a year or more of aging produces. Need no refrigeration.

Send ck. or M.O.—7 to 12 lb. wts. State wts. desired. We'll refund or bill you for difference.

1 95 lb. PREPAID (Add 50¢ per Ham West of Miss. River.)

Smithfield Ham & Products Co., Inc., Smithfield 2, Va.



something *Old! — New!*

A real colonial blend. The attractive simple functionalism of the Colonial Period combined with the charm of Antique spinning wheel legs to create a new piece of furniture . . . a distinctive table for either traditional or modern settings. Delightful utility compartment permits space for coasters, napkins, cigarettes or cards. Height 22", Width 16"; Length 22" - Made of N.E. knotty pine - Beautifully finished and hand rubbed in Antique Salem.

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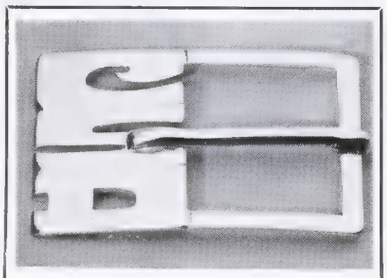
only $26.95

Send check or M.O.-No C.O.D.'s (Rwy. Exp. Collect)

CAPE COD COLONIALS

Dept. A, Box 95

Chestnut Hill 67, Mass.



Sterling Belt Buckle

Handmade of sterling silver and distinguished by a three letter monogram of cut-out initials. Fits any one inch belt. A handsome gift for any man or a gleaming eye-stopper for any sweater and skirt girl.

$8.95 incl. tax and postage.

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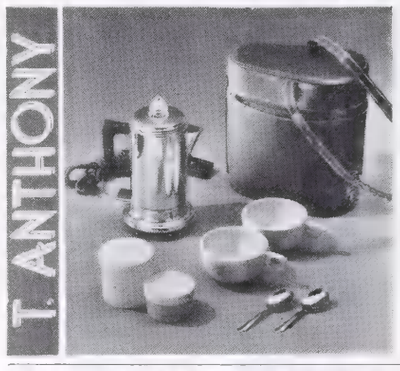
RAISE A HORSE tive heights by mount the wall of your li room, over mantel or by a famous metal with a third dimensio he is 30" long, 15" l in black or Pompeian ish. $32. Polished bra finish. $42. Ppd. Hage alcraft Studio, 41 Old Rd., Wheeling, Ill.



LET'S FACE IT. Ce cheeses, delicious to lover but dismaying to phere in the refrigera solitary confinement. tightly-lidded jar that that Limburger by name would still Cheese." And on the black and white baby x 4" x 1½", $2 plus Hostess House, 5858-C Pittsburgh 17, Pa.



EVEN THE LI ANGELS tip-toe fro beautiful and shining laden. These tiny 'g painted and lacquere varian-made. Each he tor (including one Sa a toy, hangs from yo a gold cord. 12 for Christmas trees stand the cord. Card of six. Kronenberg's, Inc., New York.



TRAVELER'S PER

Carries just like a camera, case of finest cowhide has s The case is fitted with a percolator (AC-DC), 2 cups, 2 tic jar for sugar, container fo wait until Room Service op with foreign brew—just pe With three initials. $22.50. included).

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Wonderful aid in an this compact, new c and relaxes cramped drink, smoke or hold greater convenience Pitch, Gin Rummy and Popular as gift or priz DeLuxe Plastic set of $1.69 ppd. No CO Satisfaction guaranteed or

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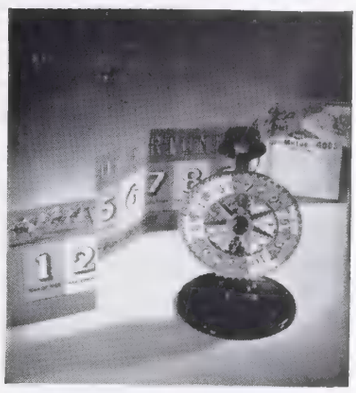
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OF FORTUNE turns g room into a fun- and illed miniature Hialeah. ed plastic wheel, 7" pped with an automatic that shows odds that each spin. The suspense of the big pari-mutuel ith track in five colors ctions, $1.98 ppd. Nov- 59 East 8th St., New . Y.



A NAME, and a ciga- ecomes an unforgettable one is hand-painted orated with a cigarette d the flattering person- of your name. The nes with the last name, sh trays with two first n extremely good buy Postpaid and no c.o.d.'s. order it from Person- ts, 100 West 61st St., 23, N. Y.



VENDOME BAG

us bag of many uses for men or ke it right to your plane seat. compartments hold a surprising clothes and toilet articles. Cen- ompartment is perfect for busi- lady's handbag. In Green or Brown Duck with Suntan trim, ck with Red trim, $23.40. In Morocco, or Suntan Cowhide, 45.00. Prepaid (tax included).

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FIREPLACE LOG CARRIER

Carry logs, kindling, etc. into your house this easier, cleaner way. Makes an ideal Xmas gift. Prevents soiling of clothes. Keeps dirt and bark of logs off of the floor. Use as a protective mat for keeping logs handy near fireplace.

Made of heavy, waterproofed canvas. Price **$3.00** when remittance accompanies order.

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"A PERSONALIZED XMAS GIFT —remembered the Year 'Round!" says EVE ARDEN, star of "Our Miss Brooks"

ORDER YOUR FRIENDS' NAME OR YOUR OWN—PERMANENTLY MOLDED in this RUBBER DOOR MAT



PERSONALIZED GIFT FOR WEDDINGS BIRTHDAYS HOLIDAYS



LARGE 18" x 28" SIZE

ANY WORDING

The Nelsons—Bob & Joan Hill House—El Rancho

BEAUTIFUL COLORS—Choice of one: Brick Red, Garden Green, Jet Black, Powder Blue

7000 RUBBER SCRAPING FINGERS Clean automatically, self draining. This colorful personalized mat makes your doorway more attractive, shortens housework year after year. pat. pending

ONLY **$5.45**

ORDER TODAY—SEND NO MONEY

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Send personalized Mitchell Mat with name shown below in_____color. (Name one color only)

(Print carefully, no more than 13 letters) I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied I may return it in 7 days for prompt refund.

Ship to_____

Address_____

Beauty in WALL SCONCE

Quaint descendant of ancestral home decor —reproduced in all its splendor—at moderate prices.

"The Crest" WALL SCONCE



—a century old design accurately reproduced in solid cast brass with permanent lacquer finish. The 3 standard candle holders are charmingly accentuated by gleaming prisms, to give a truly majestic appearance. Overall height 18".

$16.50 each
$29.75 the pair
Prisms not included
Set of 36 imported prisms **$5.00**

In antiqued white and gold at same prices

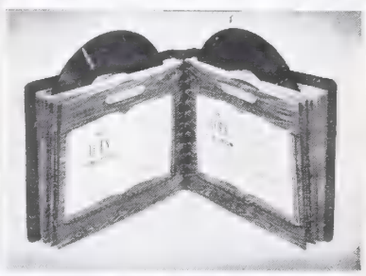
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Satisfaction Guaranteed—No C.O.D.'s

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NEW—TALKING BIBLE ENTIRE NEW TESTAMENT On Unbreakable Records



- For every one in the family
- The shut-ins, the elderly and blind
- Children and Youth Groups
- Church Clubs, Sunday Schools

The King James version of the New Testament in an album of 24 records, playing up to one hour each. Not a single word is omitted. The performance of the narrator is brilliant, reverent, moving. Completely indexed and unabridged, the album weighs only 2¼ lbs. Records can be played on any 3 speed player. A gift to cherish and comfort for a life time at the amazing low price of . . . . . $22.95 ppd.

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Shop armchair way

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DEPT. 1145, EVANSTON, ILLINOIS

CONVERT YOUR SPRINGS TO A GLAMOROUS HOLLYWOOD BED or COUCH



New Lower Priced Nord-Craft

• HOLLYWOOD BED LEGS

MODEL 138—FOR COIL SPRING

It's easier to convert open type bed springs (single or double) into an attractive Hollywood bed or studio couch—with select grain, hardwood Nord-Craft Legs (7" high). Attached by new, efficient jaw-type clamp. No screws to loosen. No breakable parts

$5.95 SET OF 6

MODEL 1—FOR BOX SPRING

Attaches to box spring by means of a new, patented steel plate. Raises bed 6½" from floor. Turned from select hardwoods. Easy gliding steel dome.

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FREE Design to make your own head board

Send check or money order (no c.o.d.). Shipped post paid. Specify Model No. and finish—Mahogany, Walnut, Maple or Blond. MONEY BACK GUARANTEE.

NORD-CRAFT INDUSTRIES, Madeira, Ohio

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AS LOW AS **$3.75** DELIVERY PREPAID

FROM ROGUE RIVER VALLEY

ORDER EARLY

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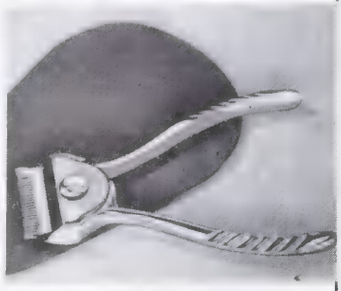
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for the gal
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SMITHFIELD HAMS

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Send ck. or M.O.—7 to 12 lb. wts. State wts. desired. We'll refund or bill you for difference.

1.95 lb. PREPAID (Add 50¢ per Ham West of Miss. River.)

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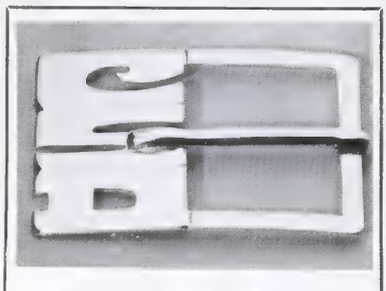
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Chestnut Hill 67, Mass.



Sterling Belt Buckle

Handmade of sterling silver and distinguished by a three letter monogram of cut-out initials. Fits any one inch belt. A handsome gift for any man or a gleaming eye-stopper for any sweater and skirt girl.

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tive heights by mountin
the wall of your libr
room, over mantel or b
by a famous metal
with a third dimensiona
he is 30" long, 15" hi
in black or Pompeian
ish. $32. Polished brass
finish. $42. Ppd. Hagers
alcraft Studio, 41 Old M
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cheeses, delicious to th
lover but dismaying to t
phere in the refrigerato
solitary confinement. H
tightly-lidded jar that
that Limburger by a
name would still be
Cheese." And on the
black and white baby
x 4" x 1½", $2 plus
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beautiful and shining
laden. These tiny ge
painted and lacquered
varian-made. Each hea
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a toy, hangs from yo
a gold cord. 12 for
Christmas trees stand
the cord. Card of six.
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Carries just like a camera,
case of finest cowhide has sh
The case is fitted with a
percolator (AC-DC), 2 cups, 2
tic jar for sugar, container fo
wait until Room Service ope
with foreign brew—just pe
With three initials. $22.50.
included).

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Wonderful aid in an
this compact, new c
and relaxes cramped
drink, smoke or hold
greater convenience
Pitch, Gin Rummy and
Popular as gift or priz
DeLuxe Plastic set o
$1.69 ppd. No C
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phone call counter! It
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pped with an automatic
that shows odds that
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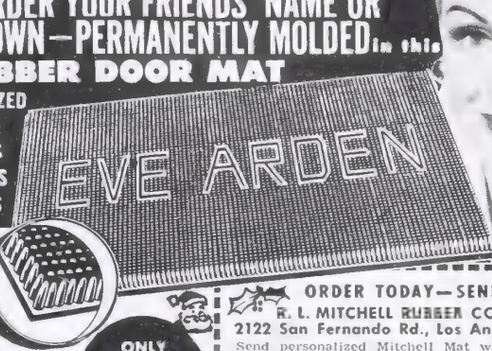
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ecomes an unforgettable
one is hand-painted
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"A PERSONALIZED XMAS GIFT
—remembered the Year 'Round!"
says EVE ARDEN, star of "Our Miss Brooks"
ORDER YOUR FRIENDS' NAME OR YOUR OWN—PERMANENTLY MOLDED in this RUBBER DOOR MAT



PERSONALIZED GIFT FOR WEDDINGS BIRTHDAYS HOLIDAYS



LARGE 18" x 28" SIZE
ANY WORDING
The Nelsons—Bob & Joan
Hill House—El Rancho
BEAUTIFUL COLORS—Choice of one: Brick Red, Garden Green, Jet Black, Powder Blue
7000 RUBBER SCRAPING FINGERS
Clean automatically, self draining. This colorful personalized mat makes your doorway more attractive, shortens housework year after year. pat. pending

ONLY **$5.45**

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(Print carefully, no more than 13 letters)
I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied I may return it in 7 days for prompt refund.
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Address_____

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Quaint descendant of ancestral home decor —reproduced in all its splendor—at moderate prices.

"The Crest" WALL SCONCE

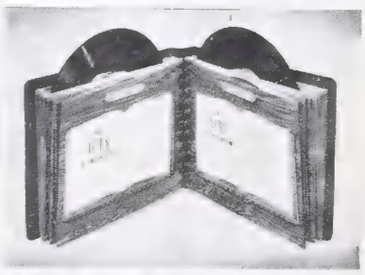


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$16.50 each
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In antiqued white and gold at same prices
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Dept. B11, 11 Colleen St., Newark 6, N. J.

NEW—TALKING BIBLE
ENTIRE NEW TESTAMENT
On Unbreakable Records



- For every one in the family
- The shut-ins, the elderly and blind
- Children and Youth Groups
- Church Clubs, Sunday Schools

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Show armchair way

DOWNS & CO.
DEPT. 1145, EVANSTON, ILLINOIS

VENDOME BAG
s bag of many uses for mun ar
ke it right to your plane seat.
compartments hold a surprising
clothes and toilet articles. Cen-
mpartment is perfect for busi-
lady's handbag. In Green or
Brown Duck with Suntan trim,
ck with Red trim, $23.40. In
Morocco, or Suntan Cowhide,
45.00. Prepaid (tax included).
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51 MADISON AVENUE • N. Y. 21, N. Y.





FIREPLACE LOG CARRIER

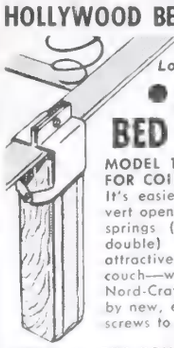
Carry logs, kindling, etc. into your house this easier, cleaner way. Makes an ideal Xmas gift. Prevents soiling of clothes. Keeps dirt and bark of logs off of the floor. Use as a protective mat for keeping logs handy near fireplace.

Made of heavy, waterproofed canvas. Price **$3.00** when remittance accompanies order.

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New Lower Priced Nord-Craft
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MODEL 138—FOR COIL SPRING
It's easier to convert open type bed springs (single or double) into an attractive Hollywood bed or studio couch—with select grain, hardwood Nord-Craft Legs (7" high). Attached by new, efficient jaw-type clamp. No screws to loosen. No breakable parts.

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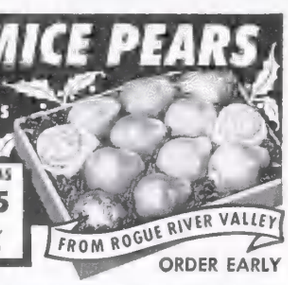


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AS LOW AS **$3.75** DELIVERY PREPAID

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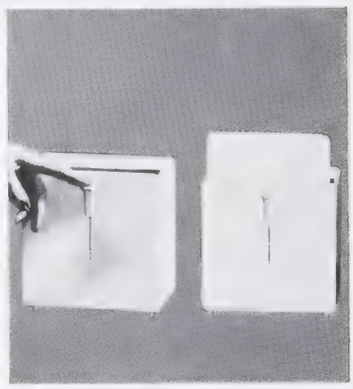
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Grandma's day was the
The age has gone but
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this one has caught up t
beauty of the past to h
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with spigot is 9¾" long
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make the kitchen seem g
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Africa. These Baulé masks were us
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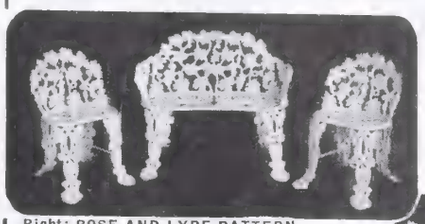


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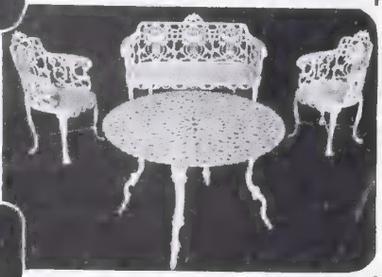
Left: **SPECIAL PRICE** for Christmas on this DELICATE GRAPE PATTERN. Settee 32" wide. Chairs 16" wide. Same price for Cast Iron or Cast Aluminum—specify which. only
Settee and Two Chairs **$49.50**

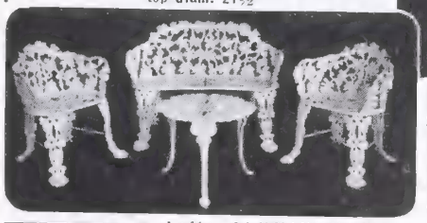
Right: ROSE AND LYRE PATTERN

Cast Iron		Aluminum
$65.00	Settee #400 44" wide	$80.00
$32.50 ea.	Chair #402 18" wide	$39.00 ea.
$35.00	Table #100 27" high top diam. 42"	$42.50

Below: Grape and Leaf Design

Cast Iron		Aluminum
$25.00	Settee #601 39" wide	$30.00
$18.00 ea.	Armchair #602 22½" wide	$22.50 ea.
$10.00	Table #130 17½" high top diam. 21½"	$10.00





Below left: OCCASIONAL TABLE #150. Beautiful lace design. Original is over 100 years old. 30" high, top diam. 20". With Glass Top **$24.50**. With Marple Top **$29.50**

Below right: FLOWER STAND. To display African Violets or other hobby plants. White. 11 movable arms ranging from 14" at base to 7" at top. Flowers and pots not included. Only **$24.50**.



Left: ALUMINUM WALL BRACKET. To display a favorite plant in style. 12" long, 10" high. Pot not included. **$3.75**.





Left: OVAL TOP ANTIQUE FLOWER BOX. True copy of Italian pattern. 23" long x 15" wide on top. 21" high. Ornamental design. White. Only **$21.50**.

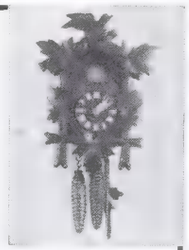


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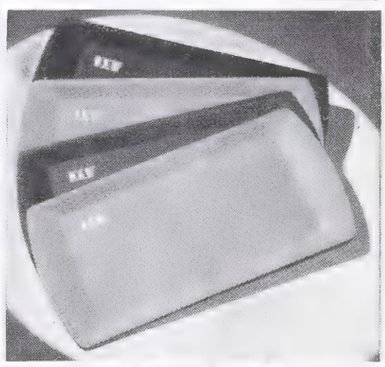
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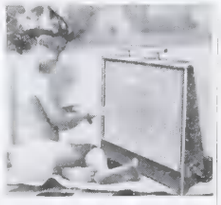


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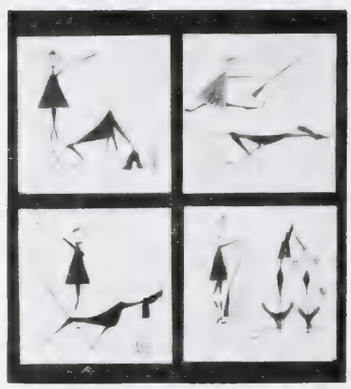
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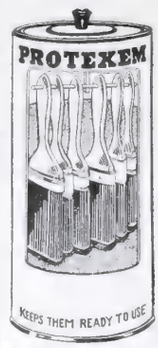


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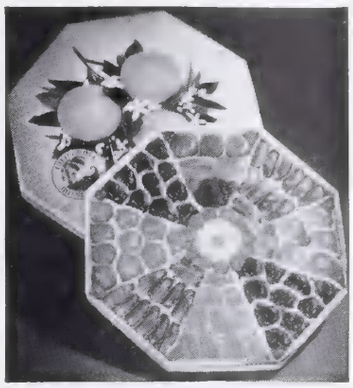
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GIANT 3-DIMENSION COLORVISION
PLASTIC ILLUMINATED SANTA SLEIGH & REINDEER

Fully illuminated Santa Sleigh and prancing Reindeer, equipped for mounting on roof, chimney, lawn, or hanging outside your home. Molded 3-dimensional form with electrically illuminated brilliant colors, equipped with add-on-plugs for attaching additional reindeer. Approved UL outdoor wiring. Completely weatherproof

Reindeer 35" Long, 24" High Santa Sleigh 37½" Long, 28" High.

SET $18 Shipping Charges Collect. Send Check or Money Order. Sorry, No C.O.D.'s.

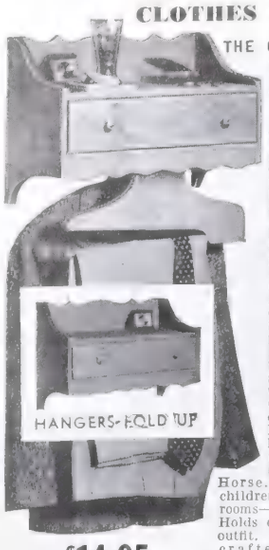
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THE COMBINATION WALL VALET AND DRESSER



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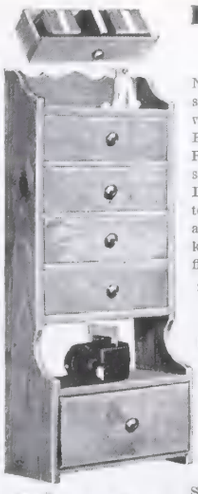
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Kodachrome Rack



Now—all your 2" x 2" slides neatly, safely, conveniently filed on the wall. Holds 180 glass or 650 Ready-Mounts filed with special plastic index tabs. Drawers remove to projector. Bottom drawer holds accessories. Honey tone knotty pine or mahogany finish.

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Double width 18" x 22"
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Safe-guard your loved ones by keeping pistols under lock and key. Handsome show rack displays up to 8 antique or modern weapons. Large drawer for ammunition, cleaning gear, etc. One key unlocks drawer and pistols . . . they can't fall or be taken out. In satin smooth honey-tone knotty pine or lovely mahogany finish. Size 20" x 28" x 6" deep.

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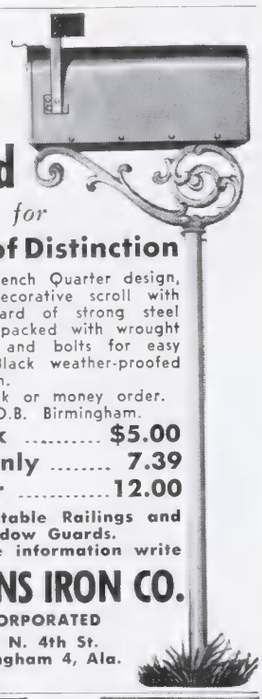
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Say "Merry Christmas" to your guests as they arrive on Christmas day by greeting each one with a colorful berried holly tip. These cute little holly sprigs have many uses during the holidays as well as being ideal for gifts themselves. Called PARTYPAKS, they are shipped by *Special Delivery, Prepaid Parcel Post* with fresh delivery guaranteed in the United States.

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Other packages of holly wreaths, green and variegated sprays, holly trees, for gifts and home decoration shown in free literature.

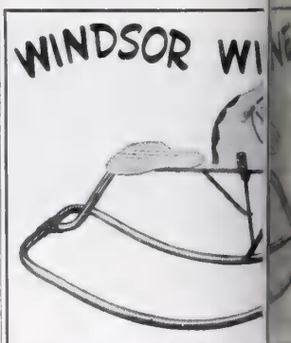
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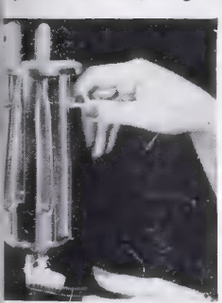


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hidden, soft-spoken mys-
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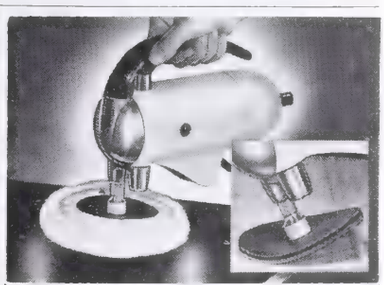


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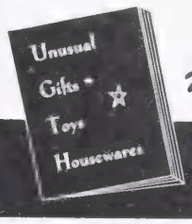
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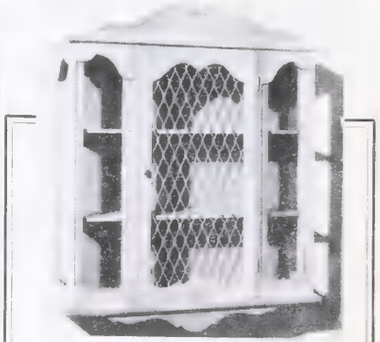


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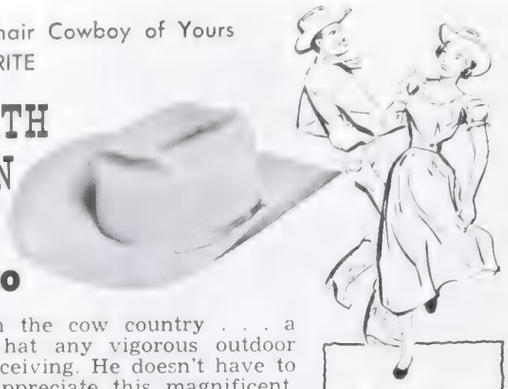
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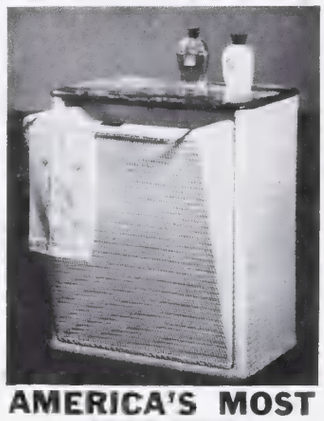
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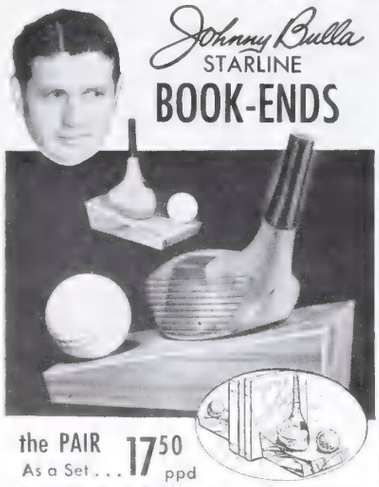
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Are you a collector? L albums of hit shows? phonies? Hit Parad Benny Goodman Whatever your taste there can be no doubts quality of this record simple, sturdy, smart iron, stands on rubber-t 25" x 10" x 19" hig exp. coll. Interior T Underhill Ave., Brookl



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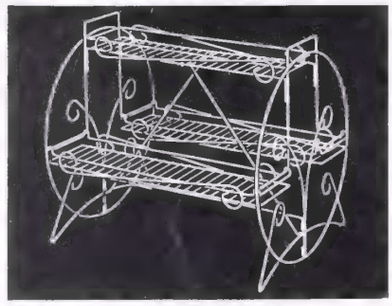
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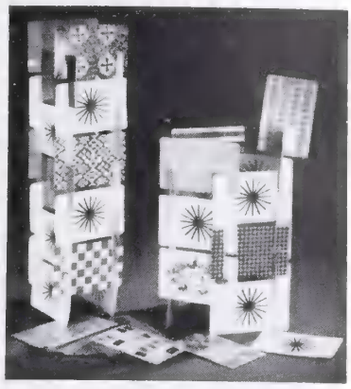
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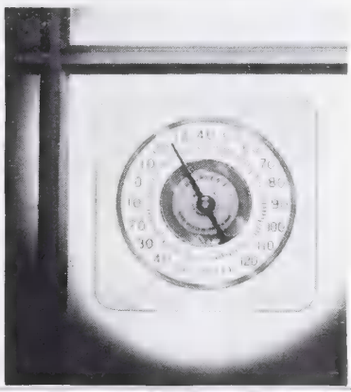
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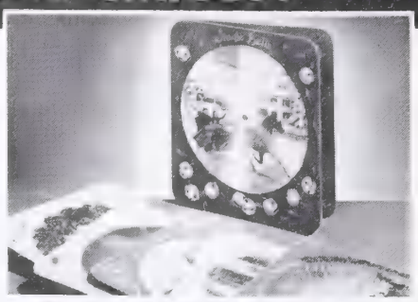
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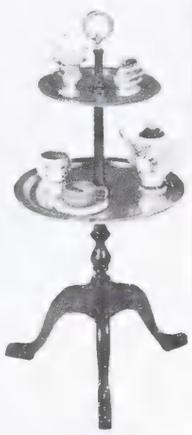
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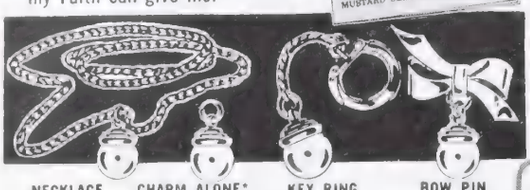
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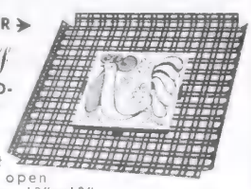
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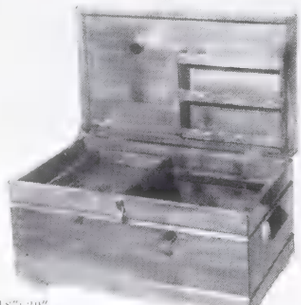


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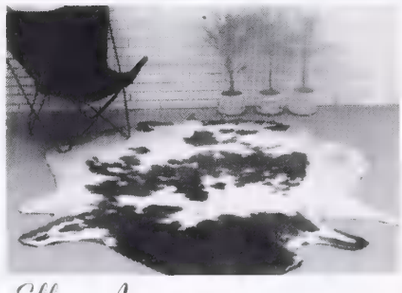


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The "Tote-Tier"

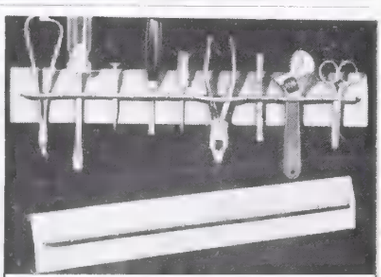
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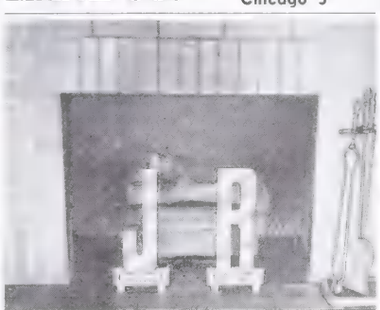
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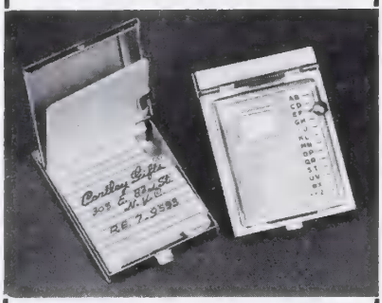
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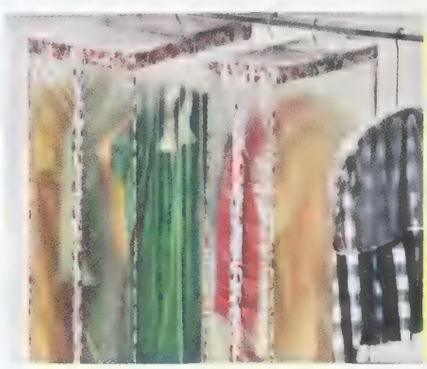
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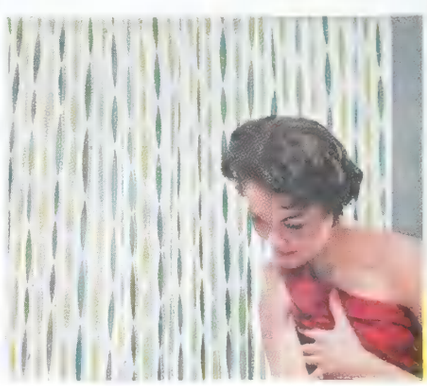
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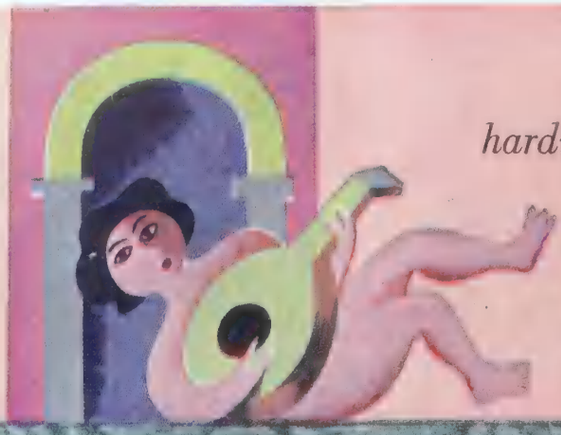
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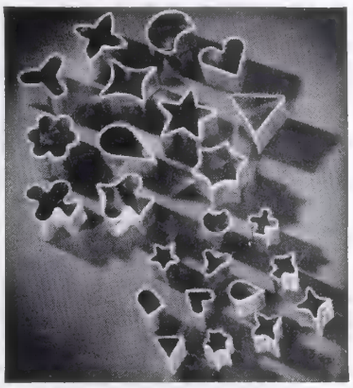
DEL MADRE achieves a three-dimensional effect with its life-like orchid cactus design. Deep loop piled and two-toned, it is textured to flatter both modern and traditional decor. Monterey Green, Sugar Beige, Dream Gray, Cinnamon. Hardwick carpets are sold everywhere. We'll gladly supply the name of your nearest dealer.

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AN GONE MOD- 's the imposing hat lla stand you see here. e cast aluminum it rost white, frost gold, blue, Meadow green, green, Creole Pink, or aluminum tray in the es all umbrella-drips. 6" wide, it's $165 exp. ois Aluminum Crafts- 2500 27th Ave., N., n, Ala.





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The beautiful grain of solid **walnut** is masterfully sculptured into the bodies of these fine horse repro- ductions. Each is an excellently detailed replica of these magnifi- cent animals, hand-carved by a nationally known artist and author- ity on horse anatomy. Polished to a high wax lustre. For your special gifts and a rare find for collectors!

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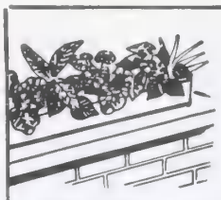
Edger's modern Magnetic Gripper keeps soap handy, high and dry. Easy to install on any surface —even on tile. Permanent "Alnico" magnet in plastic wall-hanger attracts and holds the stem which inserts easily in your favorite soap. WHITE, RED OR BLACK . . . attractively boxed. If requested, we'll gift-wrap with your card and mail to your gift list at no extra charge. *Money-back guarantee.*

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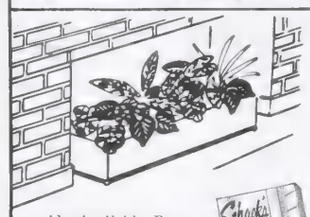
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7 Different Plants In Striking Replica . . .







Looking for something new, different, attractive for YOUR home? Try this beautiful Mixed Greens Planter Box! Eye-catching, easy to care for . . . combines six varieties of gay green plants, reproduced in three basic green tones, with subdued complementary overtones. All-metal black box is 26" long, 4½" wide, with modern brass trim. Overall length—30", Height 13". Set in alcoves, on tables, mantels, window ledges . . . for porch, patio, hall, sun parlor, living room, studio. Blends beautifully with any modern decorating plan!

30-inch PLANTER BOX (Our No. 729) Only: **$14.95** Postpaid No C.O.D.'s

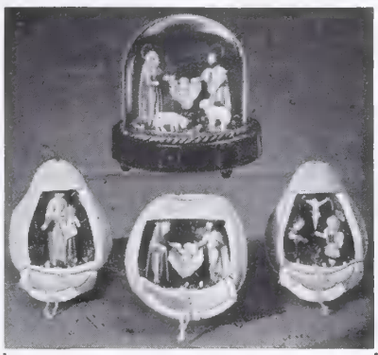
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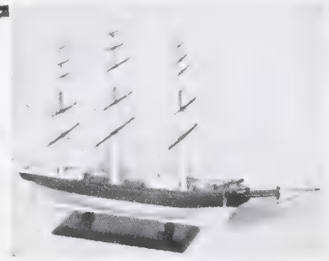
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Clipper Ship
SEA WITCH

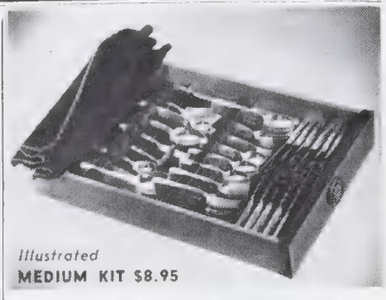
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Free catalog. Complete selection of zipper closed, tarnish-proof storage bags for hollow-ware also available from .70c up.

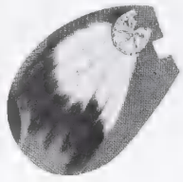
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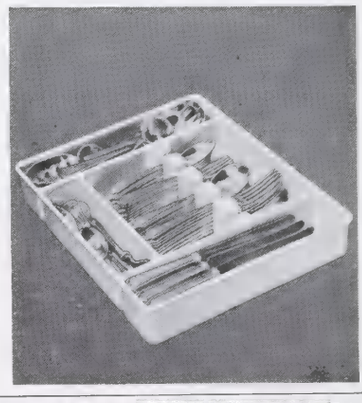
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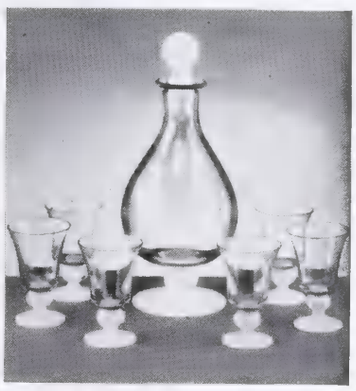
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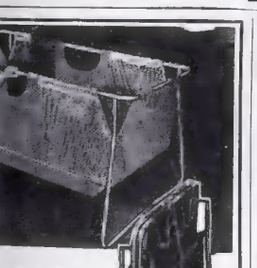


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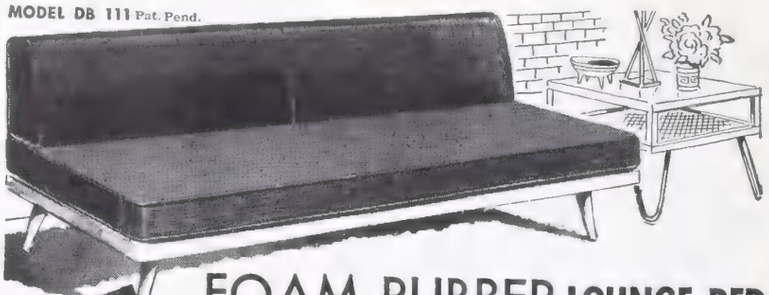
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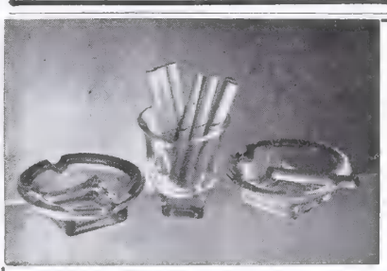
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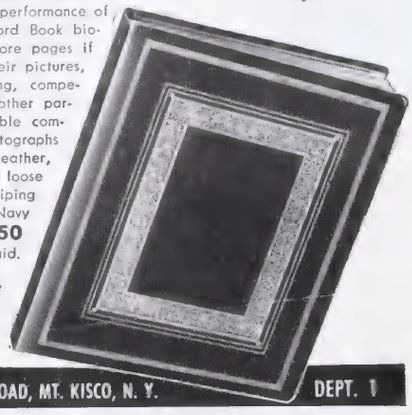
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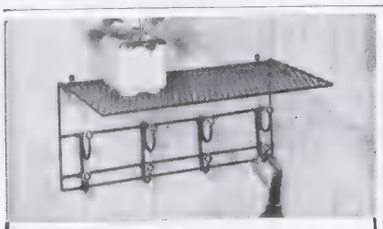
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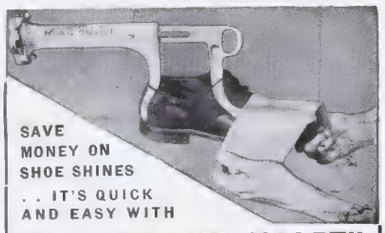
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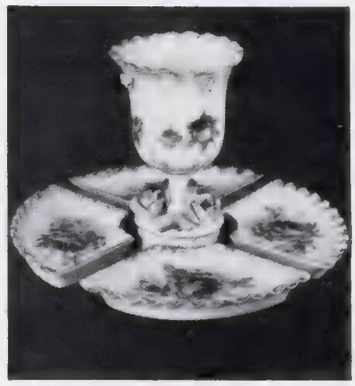
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When the lovely in vase is abloom wit or filled with cigar four little compan nuts, sweets, or as trays. The pink ro leaf motif is carrie piece, with fused fluted edges. Vase trays are 5½" wide $5.95 the set, ppd. Inc., Hotel Statler, F



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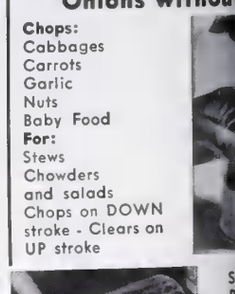
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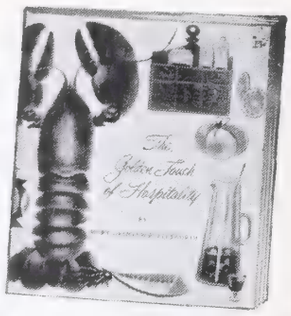
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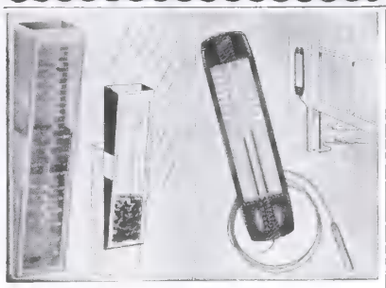
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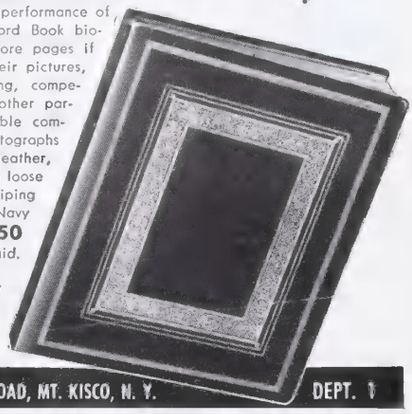
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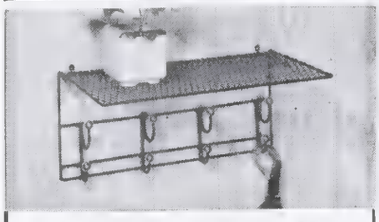
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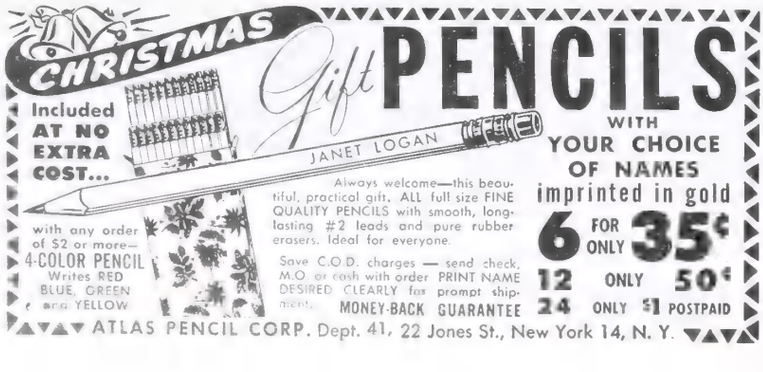
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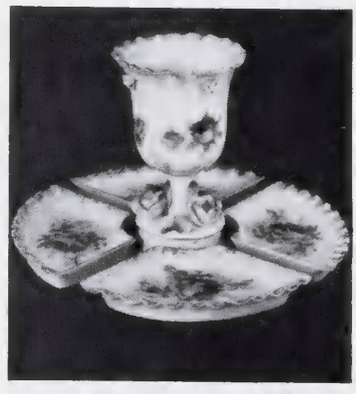
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Chops:
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Nuts
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For:
Stews
Chowders
and salads
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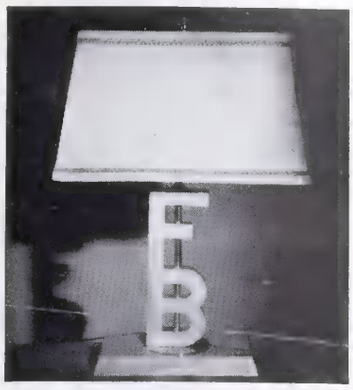


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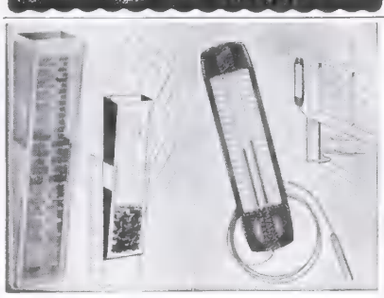
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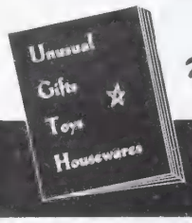
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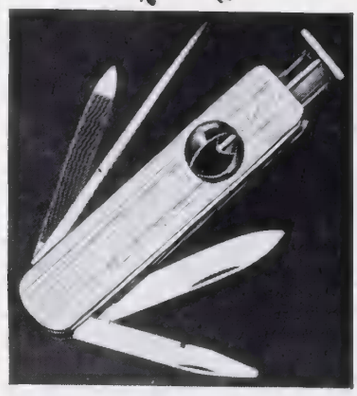
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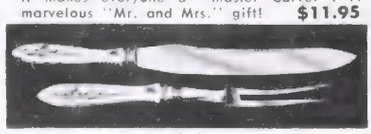
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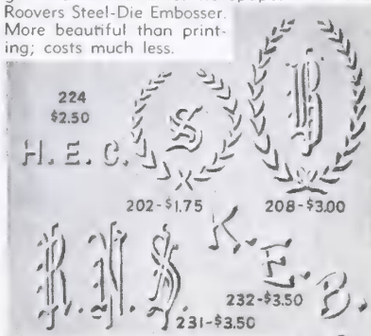
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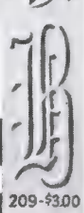
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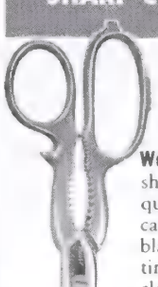
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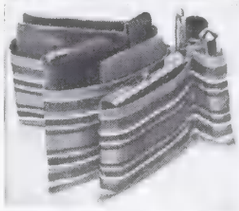


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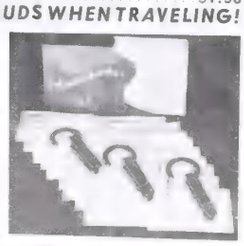
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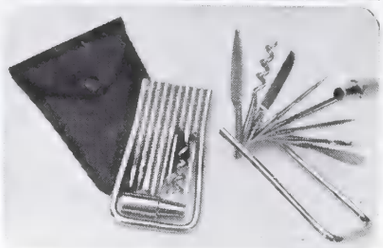
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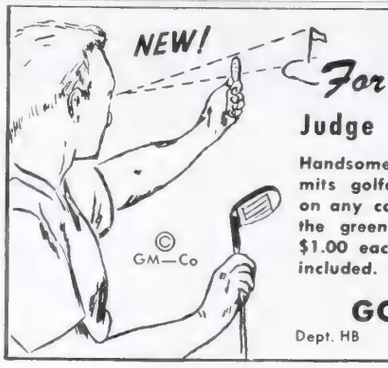
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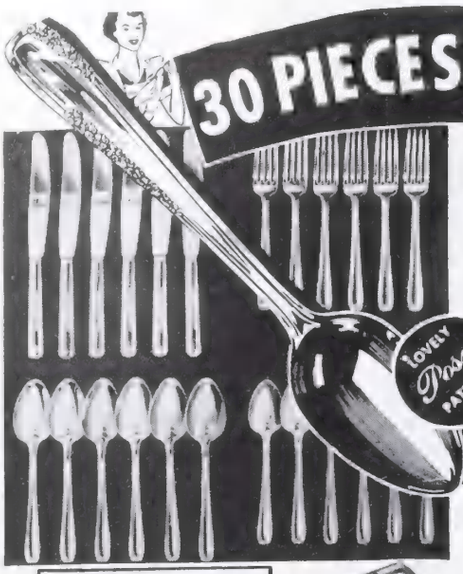
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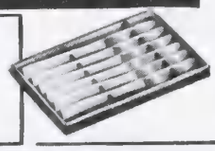


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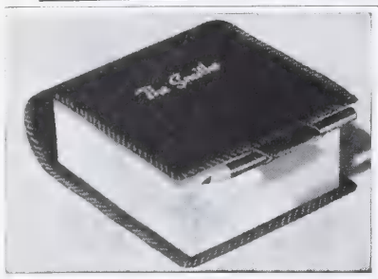
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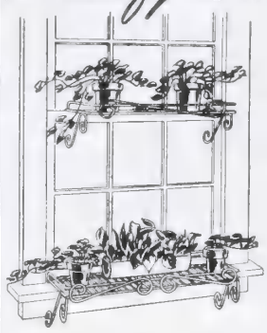
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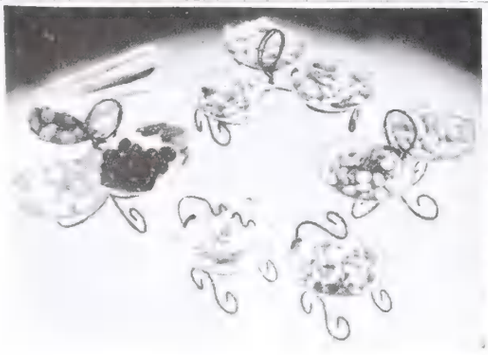
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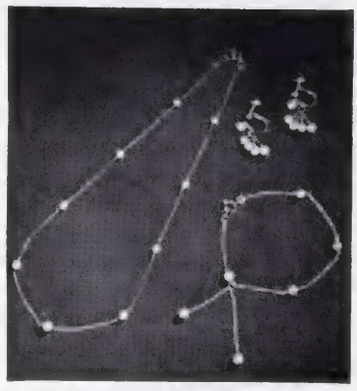
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bird of grand proport
tail "feathers" spread
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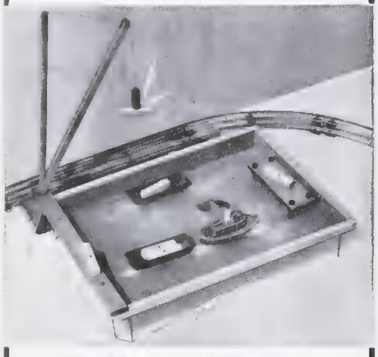
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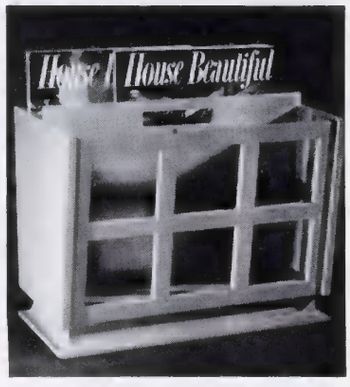
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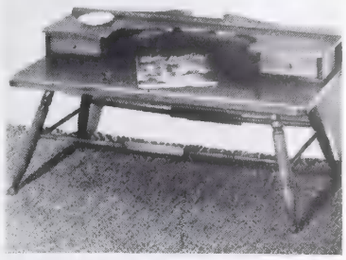
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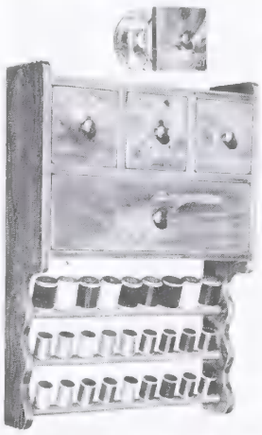




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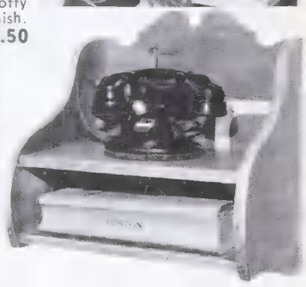


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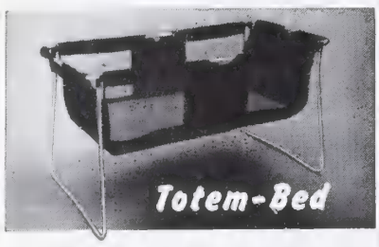
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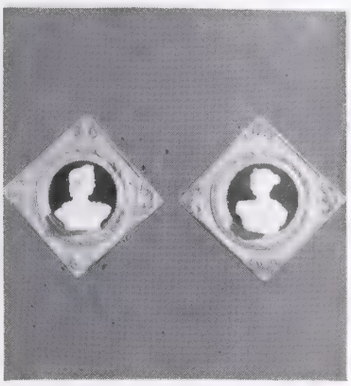
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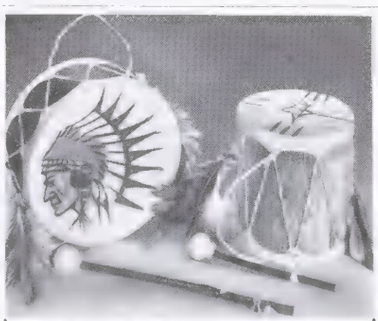
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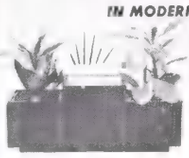
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Just right for ages 5 to 10! 56" long with low safe steps. Rounded corners. In bright durable Red and White. Always a thrill on Christmas morning!

Ppd. **$3.95** PR.

We'll mail your selections anywhere you specify in the U.S.A. — postpaid! ORDER TODAY!

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Flexible DOLLS NEW!



Exquisite new dolls that ANY girl will adore. Of unbreakable, flexible plastic, they bend and retain countless positions. Hand-painted, beautifully costumed; easily undressed and washed. Educational. An incomparable gift for child or collector.

FAMILY—4½" Parents, 3½" Children	SET $4.00
NURSE, TWIN BABIES or MAID	EACH 1.25
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AT BETTER STORES OR ORDER DIRECT
Prices Post Paid No C.O.D.'s

Write for FREE Folder showing 80 originals

FLAGG FLEXIBLE DOLLS
Box 205R-3, Jamaica Plain, Mass.

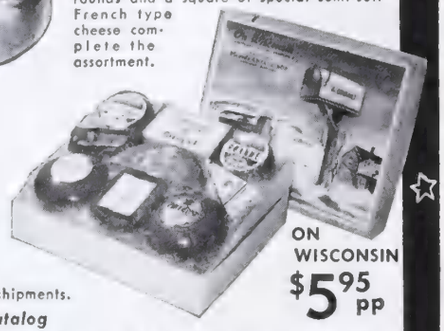
AT HOLIDAY TIME . . . and all the year — GIVE CHEESE ASSORTMENTS



THE SHOWOFF
$3.95 PP

(ABOVE)
A boisterous box of selected cheese.
A precious pair of sweet pungent Blue Cheese wedges . . . a tangy smoky roll . . . hearty nut-sweet Swiss Gruyere wedges . . . taste-tempting rolls of Rum Cheddar, Wine Cheddar, Blue and Port . . . Henri's tangy natural French-type twins, Emile and Josette. Lovers of choice cheese will delight to the real taste thrill of this fine assortment of wonderful Wisconsin cheese in a beautiful acetate box that has a re-use value in any home.

(BELOW)
A sort of sampler of good Wisconsin cheese. A red-round Maybud and its twin, Purecrest, nestle in the lower corners. A half-round Mel-O-Pure, topped by a generous golden brick of aged American Cheddar; a tangy smoky roll, and a wedge of pungent blue cheese, plus two rounds and a square of special semi-soft French type cheese complete the assortment.



ON WISCONSIN
$5.95 PP

Add 25¢ for West Coast shipments.

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The WISCONSIN CHEESE BOX

MEMBER WIS. GIFT CHEESE SHIPPER'S ASSN. • DEPT. B, STURTEVANT, WIS.

Cheese Specialists for over a decade

"Raggedy Ann" and "Raggedy Andy"



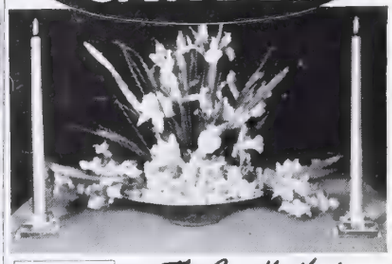
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Huntington Station, N. Y.

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HERE'S HOW IT WORKS
1. Shell. Put standard one half inch diameter candle in shell.
2. Feeder. Place feeder in shell and lock.
3. Adjustable adapter fits all candle holders.
4. Filler candle for holder.

★ *The Candle that...*
NEVER BURNS DOWN

Try having dinner by the soft glow of Burn-Rite Candle light . . . then every night. And for new loveliness in table decorations . . . arrange your favorite flowers around glowing Burn-Rite candle . . . will never burn down or destroy original effect.

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$3.50 per box of 4 | $2.00 per box of 2 | 50¢ per box of 12

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Rare
Johnsii Variety
(non-vining)

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$3.50 EACH
2 for $6
(matched pair)
WE PAY POSTAGE

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STREET _____
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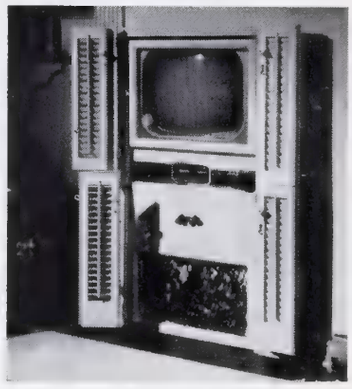
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Your eyes aren't de
This wonderful pock
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and there are no batt
out at a moment of
White enamel finish
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room. The treatment
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with four 6" double-
panels. $25. For pri
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Products Co., 172
Street, Santa Monica

(*Continued on page* 145)

The Nicest Christmas Gift . . . from Grand
FOLDMASTER Hi-Chair

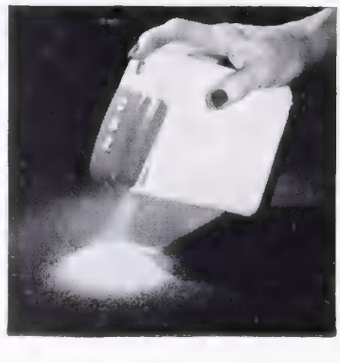
Highchair, feeding table, play table, auto seat—ALL IN ONE. Just flip open—it locks automatically. Attach to any adult chair and PRESTO, a safe, comfortable many-purpose highchair. Fast-folding, portable, lightweight, the FOLDMASTER Hi-Chair is always ready to travel with baby, visiting Grandmother, friends . . . everywhere. It's FUN to take Baby along, with FOLDMASTER. Beautifully finished hardwood, full size adjustable tray, chrome armrests. A set of auto adaptors included. Only $11.95. Money back guarantee. Send check or M.O. or write for free circular.





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make a house a home



ROYALIST...carpet in the grand tradition. This magnificent, all-wool, sculptured floral is at home in any period room. Illustrated—Creole Beige. Also available in Gull Grey. 27 inch, 9 and 12 foot widths.

The Magee Carpet Co.
Mills: Bloomsburg, Pa.

A brand new way to see your next home! Send only 25¢ for the 3-dimension Magee DECORAMA KIT to The Magee Carpet Company, Bloomsburg, Pa.

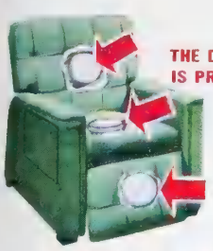
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THIS BEAUTIFUL RECLINING CHAIR CONTAINS

Niagara THE WORLD'S FINEST

MASSAGE MECHANISM



THE DISTINCTIVE NIAGARA MASSAGE ACTION IS PRODUCED BY THREE PATENTED MOTORS

The precision-built motors of the Niagara Chair are identical to those used in the professional equipment built by Niagara for use by hospitals, clinics, athletic teams, etc.

ADJUSTABLE FROM UPRIGHT TO FULL-RECLINING POSITIONS



Buried in the deep foam-rubber cushions of this fine chair are three Niagara massage motors. Not common vibrators but exact duplicates of the precision-made motors used in world-famous Niagara professional massage equipment.

Just ease back, flip a switch, and . . . aaahhhh . . . that's it! Cares and wears of mind and body float away as a gentle action . . . like thousands of tiny fingers . . . gently strokes, kneads—reaches deep, DEEP down to every muscle and joint in your body. You'll help to stimulate poor circulation, ease nervous tension, and soothe tired, aching muscles while you read or rest.

The Niagara Chair presents no ugly proportions or misshapen contours to play havoc with room decor. . . . And, your position is always graceful and comfortable. To dismount, you simply stand—no acrobatics are necessary . . .



PORTABLE SET

A hand unit and mechanical "cushion" form a team for massaging any part of the body.





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Dept. HB-11, Adamsville, Pa.

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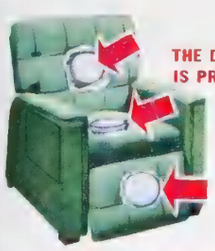
"IT'S A PERFECT GIFT . . ."



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MASSAGE MECHANISM



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Just ease back, flip a switch, and . . . aaahhhh . . . that's it! Cares and wears of mind and body float away as a gentle action . . . like thousands of tiny fingers . . . gently strokes, kneads—reaches deep, DEEP down to every muscle and joint in your body. You'll help to stimulate poor circulation, ease nervous tension, and soothe tired, aching muscles while you read or rest.

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PORTABLE SET

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NIAGARA MASSAGE,
Dept. HB-11, Adamsville, Pa.

I'd like full information on Niagara's Home Massage Chair and other models.

Name_____

Address_____

City_____ State_____

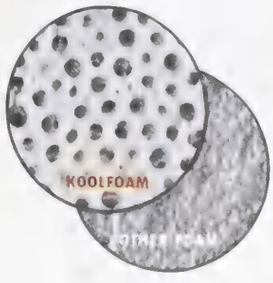
there's **more** than meets the eye . . .





Koolfoam Cushioning assures "air-conditioned" comfort!

No wonder Pullman Furniture is famous for "*under-cover*" quality. Koolfoam Cushioning is *featured* . . . and Koolfoam *outdates* other furniture cushioning! This amazing foam has a patented *open-pore* surface that circulates fresh air with every movement of your body. Magnified photos prove up to 14 times greater air porosity for Koolfoam! And it *out-performs* other foams, too — with its more uniform resiliency. What's more, Koolfoam *outlasts* other cushioning — keeps its shape and buoyancy *ever* so much longer. Remember Dayton Koolfoam — the last word in cushioning for the first word in *comfort!*



Dayton COMFORT-TESTED Quality

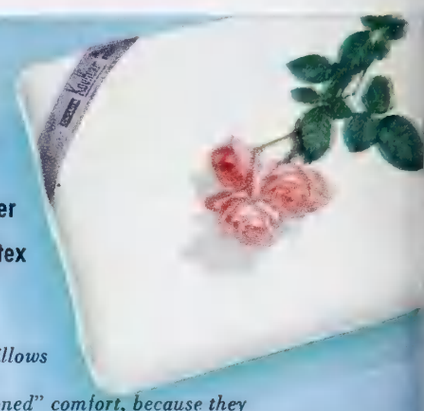
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Air-Conditioned CUSHIONING

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By the world's largest manufacturer of Foam Latex Pillows . . .



Koolfoam Pillows give unique "air-conditioned" comfort, because they gently circulate refreshing air all night through. Enjoy the rest of your life. Ask for Koolfoam at better stores.

Dayton Koolfoam Air-Conditioned pillow

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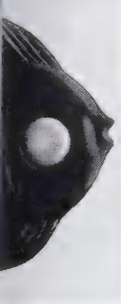
CONTINUED FROM PAGE 140



WITH THIS RING and the 11 glazed ceramic pieces that come with it you can achieve an original centerpiece for every holiday during the year. Three Christmas figures, three Easter figures, four candle holders fit into the grooved outside 10½" ring. Center bowl holds fruit or flowers, says "Happy Birthday" on reverse side. $6.95 complete set of 12 pieces. Postpaid. Godell's, 31 W. 27th Street, New York City.



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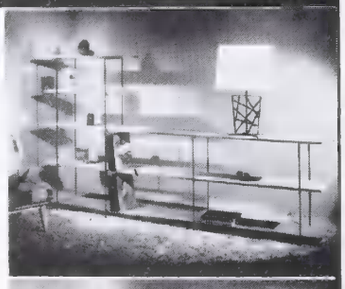
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#R501 — 59" hi $18.95
(22" between supports)
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All sections 12" deep

All supports shipped express charges collect. Satisfaction guaranteed. No C.O.D.'s. Calif. residents add sales tax. Write for free booklet "Build Your Own Modern Furniture"



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$4.98 for SEWING KNITTING MENDING

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Early American

LADDER-BACK CHAIR

at the "Old Time" price of

Fully assembled — ready to use **$6.75**



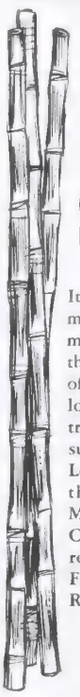
Height 42" Seat Height 18" Seat 13" w. x 14" d.

Old time style and old-time construction! Solid ovaltape hardwood with a handwoven fibre rush seat. Authentic in every detail, made by craftsmen according to an age old method. Constructed for lasting beauty. Lowest-priced chair with this desirable seat . . . no sturdier chair at any price!

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GIVE THEM The Southland's SWEETEST GIFT

DELICIOUS OLD-FASHIONED REAL LOUISIANA **SUGAR CANE**



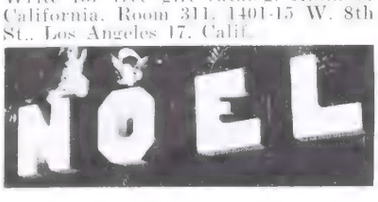
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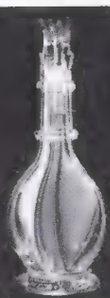
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Add charm to your season's greetings from mantle, table or wall (holes for easy hanging). Letters are 4 inches tall, 1⅜ inches thick. In Black, White, Christmas Green or Holly Red. Four NOEL Vases in gift box just $5.95 ppd. No COD's, please. Guaranteed to please. Write for free gift catalog. Albin of California, Room 311, 1401-15 W. 8th St., Los Angeles 17, Calif.





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Extra Stoppers, 35c each
no c. o. d.'s please

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Delightful Christmas Favorites



OGEE OTTOMAN

Your friends will love this jewel of Colonial artistry, exquisitely reproduced by hand in solid Honduras mahogany. Welcome in any living room as an "extra" informal seat or leg rest . . . made unusually comfortable by tempered springs and finest curled hair filling. Moves about easily on rollers. Measures 16½" by 20½" by 15½" high. Upholstered free. Sample fabrics furnished for your selection, or your own material put on without charge (requires 25" by 28" fabric).

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ORDER BY MAIL! Your complete satisfaction and safe delivery GUARANTEED

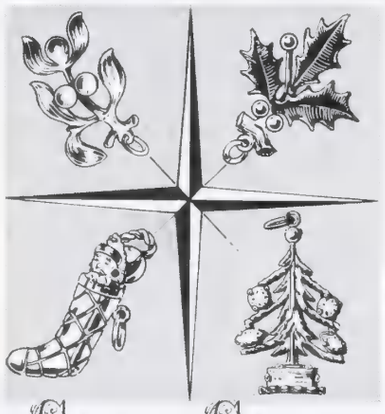


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Put stars in her eyes with these new 14K gold charms from America's largest collection! Mistletoe, *with cultured pearl berries,* $8.50; Holly Sprig, *colorfully hand-enameled,* $7.50; Xmas stocking, *Santa pops up!,* $15.; *Jeweled* Xmas tree, *genuine stones,* $15. Fed. tax incl.; mail orders filled. FREE booklet, "Charms by Marchal", shows over 1,000 14K gold charms.

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Genuine Colonial
OVAL BRAIDED RUGS

Reversible, durable, heavy weight. Authentic reproduction. Can be dry-cleaned, vacuumed or swept. No rug pad needed. None finer made. Quality guaranteed.

OLD COLONY BAR HARBOR

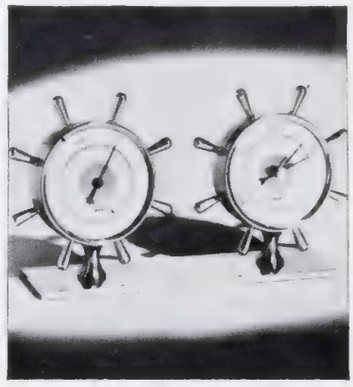
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24"x36"	$ 7.95	24"x36"	$ 3.95
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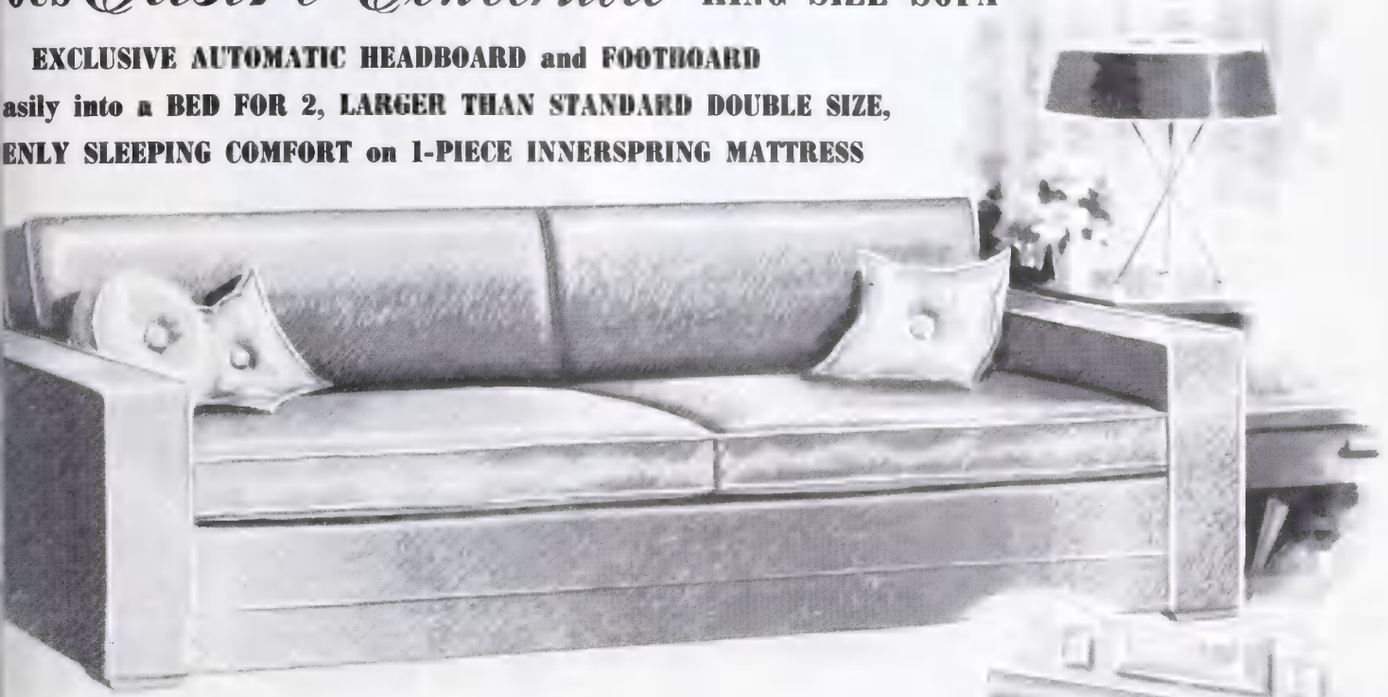
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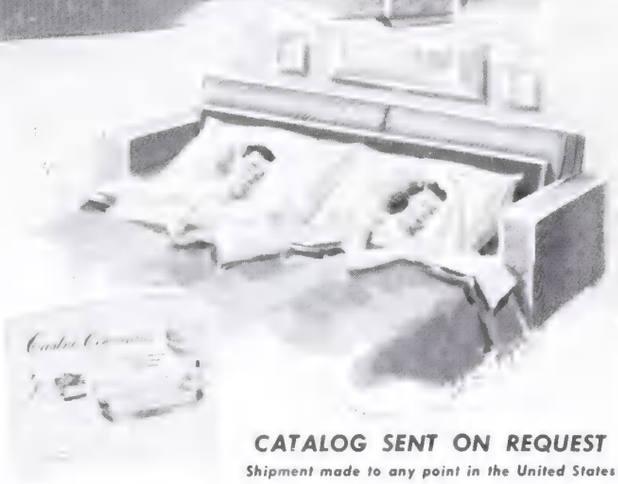
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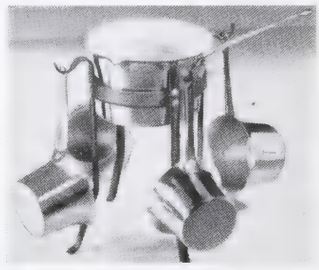
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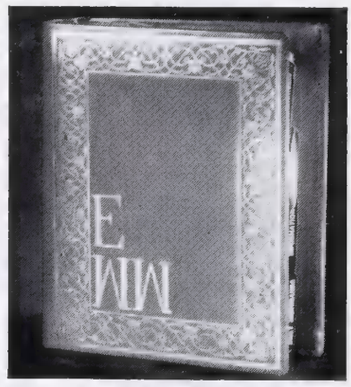


HB-4

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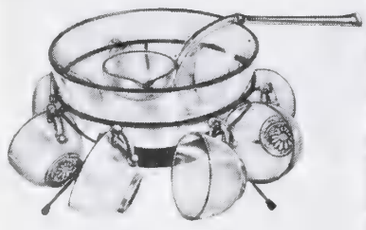
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11-piece, Crystal Clear Glass PUNCH BOWL-EGG NOG SET

The Right Size at the Right Price

25 SERVINGS Only $7.50 ppd.
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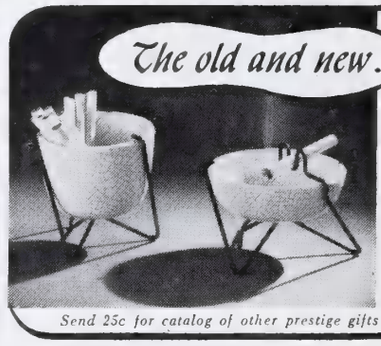
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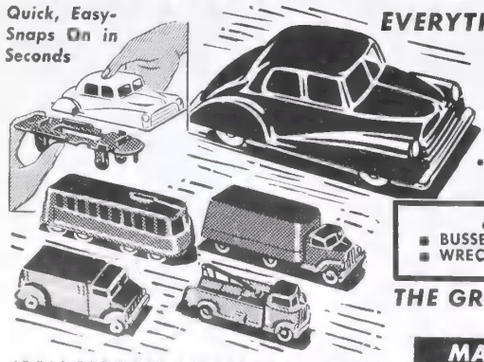
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nubian chair . . . slick and simple



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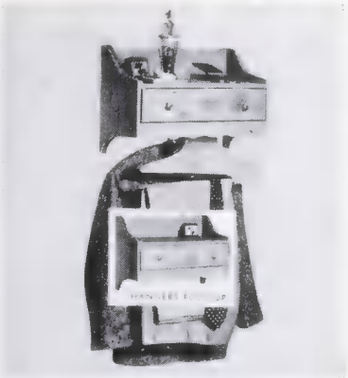
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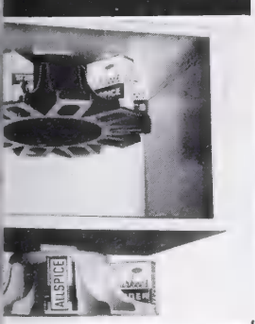
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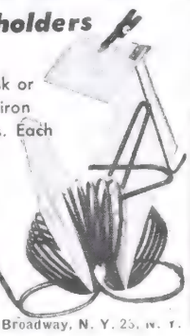
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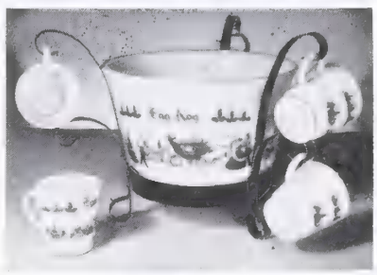
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"Deck the Halls with Boughs of Holly,
'Tis the Season to be Jolly!"

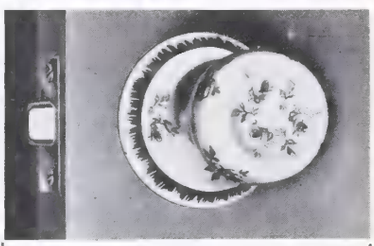
with this handsome, hospitable punch bowl set. The big white milk-glass bowl holds a full gallon, is gaily decorated with red and green holly leaves. Has either "Egg Nog" or "Tom and Jerry" in red scroll (indicate which desired in ordering). Bowl, 5½" deep, comes with elegant black wrought-iron stand and six matching cups.

AND—it's a REAL BARGAIN at only .....$6.50 ppd for complete set

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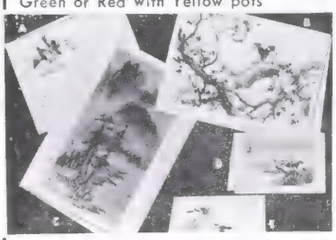
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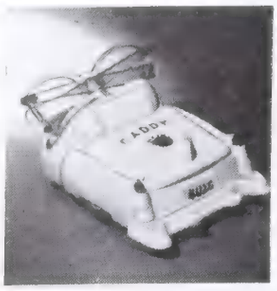
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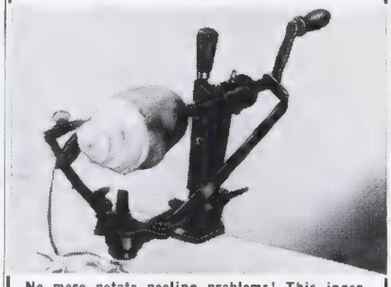
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With This Amazing New Machine!



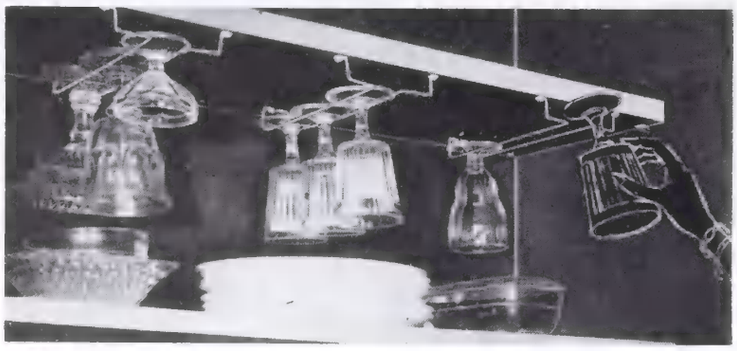
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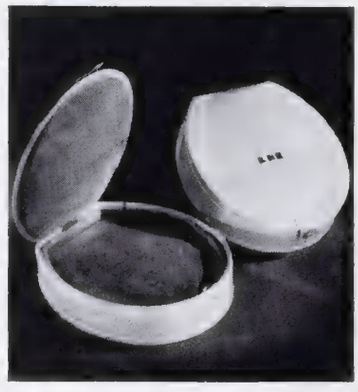


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The rich design of ice pieces glass with will smar beautiful fet settin shapes b either tra dinnerwa er and set, PPD. & salt spoon: $

HICKORY ENTERPRISES Dept. HB11, Irvington-on-



This Playroom "Picnic" Bench

is an ideal Christmas gift. It provides a place where little folks may use games and toys. Sturdily constructed of Ponderosa Pine, with one-piece top and finished in a pleasing combination of colors, of green, red, and yellow enamel. It is fascinating to children also between the ages of two to six years for drawing, writing and party lunches. Very easily assembled. Instruction sheet in each carton. **$7.98 postpaid.**

Sturdy-Craft Products Sales Medford, Wisconsin.



From the MUSIC B MODERN RECORD

From the real old Music Bo come these Christmas melodi on modern phonograph recor Extended Play 45's):

Side 1: Silent Night, O-Sa Fideles, Hark the He Chimes of Trinity

Side 2: Jingle Bells, O-Tan tery Bells, First Noel

The 33⅓ LP record include *in addition:* Ave Maria, Th Christmas, Song of the Bells, unique, nostalgic Music Box t Christmas memorable!

33⅓ LP record $3.5

45 rpm "Extended Play

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green leaves. We
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or a Fair Lady's
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for her bedtime
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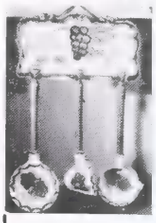


LET THERE BE LIGHT

where it is most needed. Brighten those dark kitchen or shop work areas with this white enamel fluorescent light. Mount under cabinets with tube concealed, or on wall. Comes 13" or 19" long (specify) push button, 3' cord, plug, screws, 15 watt tube. $6.95 Mail Orders only. No C.O.D.'s. Keystone Kitchens, 6341 Broad Street, Pittsburgh 6, Pa.

green gable gifts **SAY "MERRY CHRISTMAS" BEST!**

4 Pc. HAND-PAINTED CERAMIC Ladle, Strainer, Funnel Set!



As bright and cheerful as glowing sunlight and guaranteed to enhance the beauty of your kitchen scheme! Painted by gifted artists, this beautiful and useful pottery strainer, ladle, and funnel hang from 9-inch wooden handles. They fit perfectly in the grooves on holder—which is also gaily designed in matching colors. Highly glazed for permanency. Makes an excellent gift for your gourmet friends. Decorative and practical for your own kitchen. No. 781—$1.98, postpaid.



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This exquisite 5-piece Provencial Salad Set helps you make delicious french dressing for your salads! Rack is made of wood. Wooden 12" serving fork and spoon have pottery handles and are hand-decorated to match funnel, oil and vinegar bottle. A most ornamental and useful accessory! No. 749—only $3.95, postpaid.

JARS AND SHAKERS *FOR SMART HOMEMAKERS!*

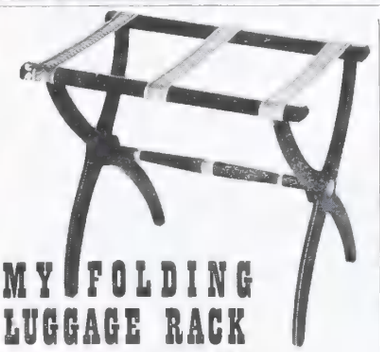
To hold bacon drippings handy, salt and pepper too . . . have this set sent to you! Smart homemakers really go for this set—perkily hand-painted pottery jar, salt and pepper shakers. Just the right size for storing fats, too. Or, you can use it as an extra large sugar container on the breakfast table. No. 746—only $1.50, postpaid.



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MY FOLDING LUGGAGE RACK or TRAY STAND

This is my popular luggage rack that has particular appeal for folks living in apartments or small houses; it's so easy to store. Use one in the guest room for a suitcase rest; use another in the living room as a tray stand. Handmade and hand-painted, finished in black or mahogany with gold trim. 23" x 20¼" x 13½" open. Just..... **$6.95** (add 50c West of Miss.)

Write for MY FREE GENERAL CATALOG

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Here's quick relief for anyone suffering from calluses, blisters, spur or bruised heels, or general foot fatigue. Albin Air Cush'n Innersoles give your feet immediate comfort. Just place in your shoes and walk. Air moves thru a small channel, gently massaging feet. Odorless, non-absorbent, almost weightless. Order by men's or women's shoe size. Only $2.95 a pair (no COD's, please—money back if not delighted). Send for free gift catalog. Albin of California, Room 1011, 1401-15 W. 8th St., Los Angeles 17, California.

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World famous chocolates by "BARONIE" of Holland. 12 oz. Box with a Blue Delft miniature ceramic Dutch Shoe Ashtray. Complete **$3.25** ppd.

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1. Sugar & Creamer with Tray, **$47.50** set
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The Giftorium

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GLOW-IN-THE-DARK MARKERS

Only $1.95 Postpaid

Made of Durable **WROUGHT IRON and ALUMINUM**

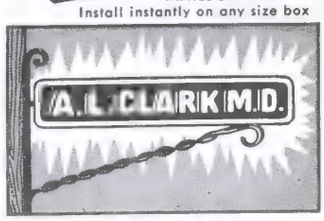


MAILBOX MARKER
Install instantly on any size box

Day or night, from either direction, friends find your home Quickly! Easily! They'll admire your markers that are easy to read in daylight and glow-in-the-night, to guide the way and reflect your good taste. Easily attached to your mailbox, porch, post or lawn, these handsome house markers add grace and charm to your home. Imagine too! What a delightful and personal gift these home identifiers make.

NOTE THESE 6 LUXURY FEATURES

1. Luminous embossed letters, reflect light
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Easily attached **BRACKET MARKER** (Wrought Iron) ONLY $3.95 POSTPAID

SATISFACTION GUARANTEED OR YOUR MONEY BACK. Select any combination of names or name and number (up to 15). Print them clearly and send with payment . . . we will ship postpaid within 10 days — Order Now!

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BIG-AS-LIFE SANTA-52½" Tall!



Real Big Lifelike Features!

only $2.98

Here is truly the jolliest, most life-like Santa you ever saw! The children's all-time favorite! He's handsome in bright Holiday dress—mounted on heavy cardboard with a sturdy wing-back easel to keep him upright. And he's so easy to store away, too! Just fold him flat and you can keep him in your house for many a Merry, Merry Christmas to come! This life-like Santa is as big a favorite with grownups as he is with children. No. 555—only $2.98, plus 25¢ postage.

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Nylon and Foam

SLIPPER SOX



Give you that heavenly walking-on-air feeling! For men or women—in rich, dark colors. Practical, durable knitted nylon uppers, fluffy foam rubber soles by Firestone. Completely washable and colorfast (just throw them in the washing machine). Be sure to specify size.

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Green Gable Gifts

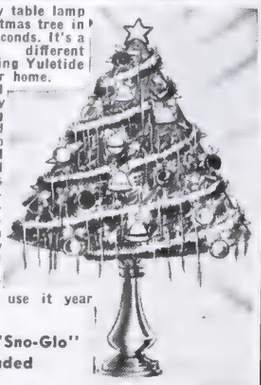
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Christmas Tree Only

LAMP SHADE 98c

Glows In The Dark!

Converts any table lamp into a Christmas tree in just a few seconds. It's a refreshingly different idea for adding Yuletide cheer to your home. Equipped with sturdy projecting twigs and branches to hold small gifts and Christmas tree ornaments. Beautifully designed in legendary colors of field and forest. Over 16" high. You'll use it year after year.



Miracle "Sno-Glo" Included

Just sprinkle on "Sno-Glo" and your lamp glows in the dark—even with lights out—and there's plenty for use on your Christmas tree, window sills, table settings, mantel, etc., also. Turn off the room lights and won't your guests be surprised!

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Design simplicity, an important factor in interior decoration, is appealingly emphasized in these brass accessories.

"The MADEIRA" WALL SCONCE

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EGG COZY. When ready but the breakfa aren't, Hen-rietta wil egg cup and keep it Slowpoke appears. H downy white wool fe low beak and red co for one, $1.75 for 2. her from Impulse Ite 33rd Street, New Yor



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Designed for today's h bowl is fitted with 3 d to serve a multitude legs it's a pull-up sna ing or knitting basket, zine or mail holder. Re you have a handsome for salads or snacks! solid maple in 3 Golden Amber with N with Natural, or all G

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ALLIGATOR CASE for PARLIAMENTS

Smartest cover for popular Parliament cigarettes . . . a beautifully grained genuine alligator case, its burnished brown color high-lighted by a gold-toned plaque. Men will like its rich simplicity; women applaud its air of elegance. Perfect gift for the smoker of impeccable taste! Allow 10 days for monogramming, if desired.

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ELECTRIC FOOT MASSAGER

Handy Hannah

$7.95

Treat your tired, aching feet to pleasant, healthful massage with this *professional* type foot massager and they will feel good again! Sturdily designed for family use to stimulate circulation and relieve fatigued leg muscles. Equipped with off-on switch, 6 ft. cord and removable massage cushion. AC only.

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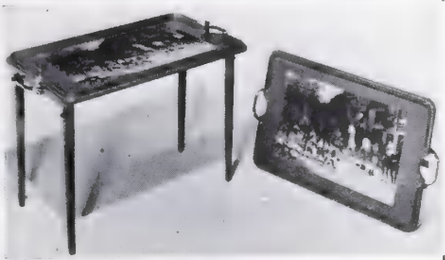


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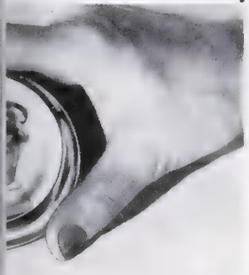
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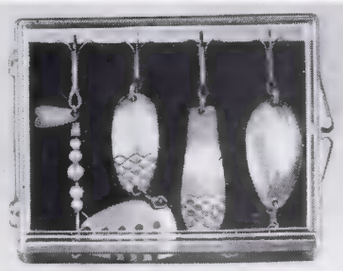
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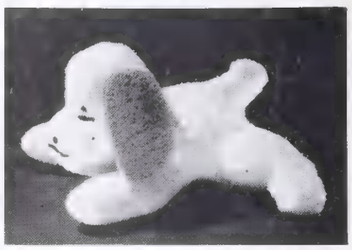
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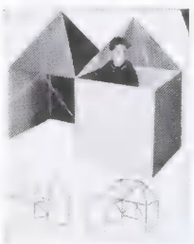
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Now—in just a matter of minutes—any child can build his own big, sturdy playhouse, a lemonade stand with which to set up business, a cabana, or a "fortified castle." No tools needed. "The Toy" comes in a compact 30" x 3¼" package that contains 8 panels of strong, impregnable *Kraft*, 38 dowels and 36 flexible connectors—enough equipment to assemble more than 50 life-size brilliantly colored units! Your youngster, whether he is 4 or 12, will get many hours of exciting pleasure building a place of his own! No. 573. Only $3.50 postpaid. Small size version—No. 571—$1.98 ppd.

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MONOGRAMMED CERAMIC SETS

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Small container—1¾"x1¾"—85¢ each

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We suggest large container for couple's last initial and small containers for first initials 3-pc. set as shown—$2.95

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Colossal Christmas Clauses

Jovial, roly-poly gentlemen to bring good-will and cheer to one and all . . . in your home, business ranroom or store. Weather-proof, chip-proof, hard molded rubber compound for outdoor use. Brightly lacquered in Santa Claus colors.



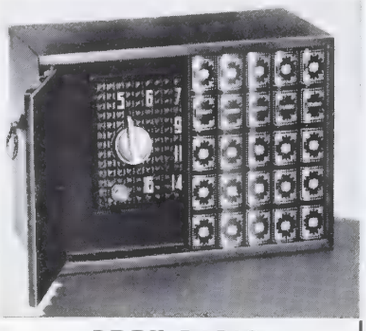
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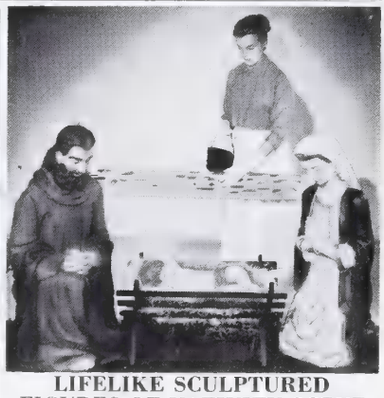
. . . or for your own home, we suggest our Custom 5-tube Emerson DeLuxe AC-DC Book Radio. Case is leather finished in beautiful Cordovan Brown. Top grain leather "bookback" doors are authentic and colorful reproduction of a box of fine old English bindings. Title, "Poems," hand tooled in 24K gold on each volume. Bookbacks are in Hunter's Green, Burgundy, Walnut Brown and Ebony. 10½" x 6" x 8" high, 5" fidelity Alnico Speaker insures magnificent tone, rich timbre and full range. There's nothing finer to give or keep.

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LIFELIKE SCULPTURED FIGURES OF NATIVITY SCENE

Recapture the true spirit of Christmas with this thrillingly life-like 3-dimensional Nativity Scene. Perfect for home, yard, or Church. Mary, Joseph, the Christ Child and manger are beautifully lacquered in authentic colors. Made of hard molded rubber compound, these 60% life-size figures are weather-proof, self-standing, lightweight, chip-proof, and washable. Lasts for years and years. All four for only $69.50, shipping charges collect (shipped from Wisconsin). No COD's, please. Guaranteed to thrill viewers. The Verdugos, Verdugo City 20, California.



MILLER FULL-COLOR SANTA PLAQUES *LIGHTED FROM WITHIN*

SAFE, SIMPLE, WEATHERPROOF . . . OUTDOORS OR IN . . . GAY NIGHT OR DAY!

These original all-plastic Christmas Holiday plaques will add novel, eye-catching decoration! Will last for years! Reinforced eyelets for mounting. Easy to hang on wall, roof-top brackets or to stakes driven in ground. Underwriters' Laboratories Approved for use indoors or outdoors.

SANTA-IN-SLEIGH and REINDEER . . . Jolly-faced Kris Kringle Sleigh (30"x24") drawn by dashing Double Reindeer (35"x20"). Both plaques . . . $12.90—Extra Double Reindeer & reins $6.50

SANTA FACE WITH CANE . . . Ideal on doors or windows to greet holiday guests! (24½"x19") $5.25

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Lightweight! Each plaque comes with Cord Set and 25W Bulb. For 25 ft. Extension Cord add $1.25



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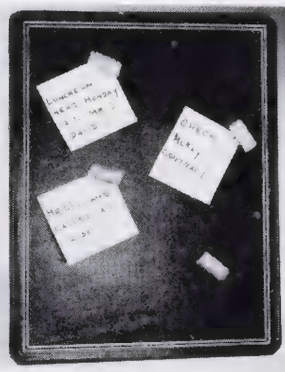




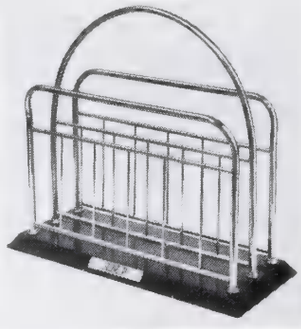
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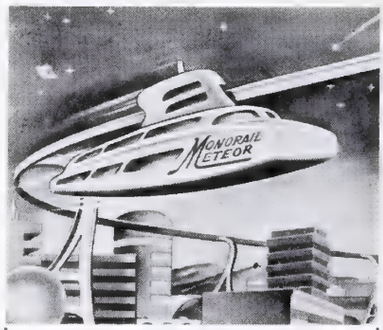
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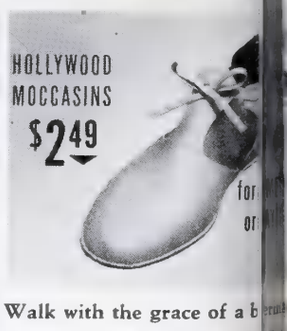
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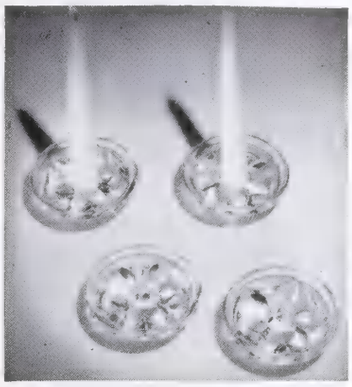


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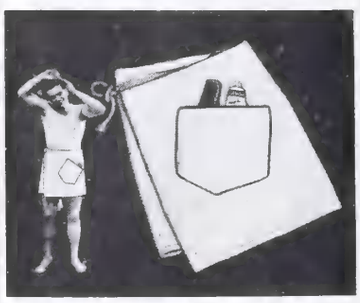
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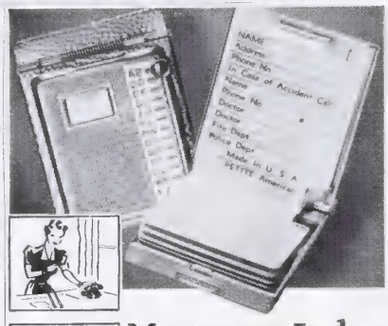


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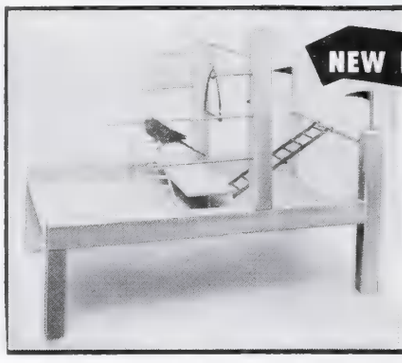


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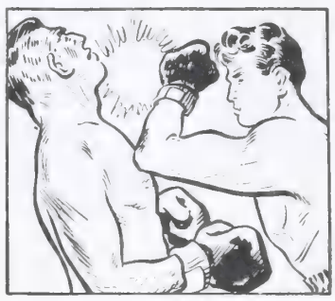
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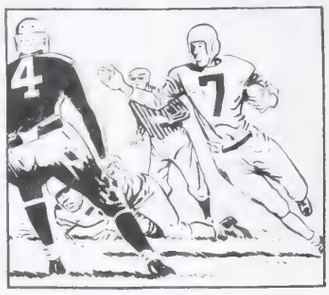
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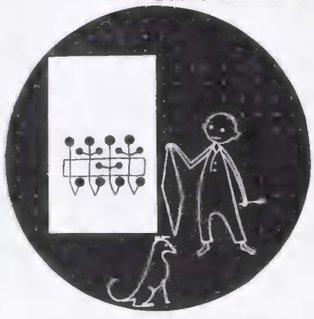
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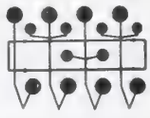
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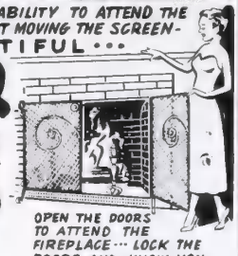


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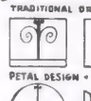
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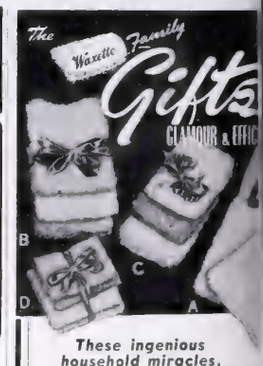
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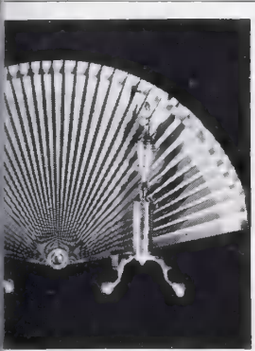


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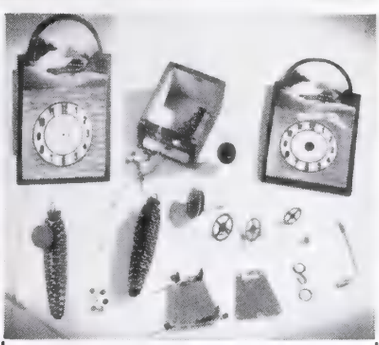
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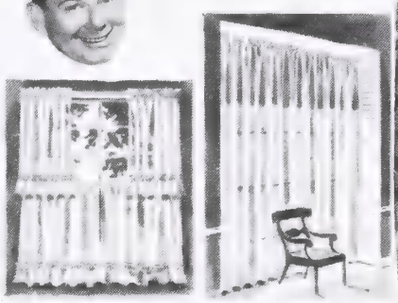
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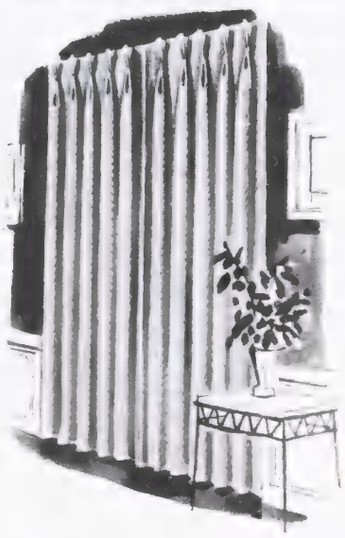




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86"	63"	9.98	5.98
86"	72"	10.98	6.59
86"	81"	11.98	7.39
86"	90"	12.98	7.98
86"	99"	13.98	8.59
174" (Double Width)	72"	19.98	12.98
174" (Double Width)	81"	21.98	13.98
174" (Double Width)	90"	23.98	14.98
174" (Double Width)	99"	25.98	15.98
250" (Triple Width)	72"	29.98	20.98
250" (Triple Width)	81"	31.98	21.98
250" (Triple Width)	90"	33.98	22.98
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TAILORED Distinguish any room. Double stitched 1½" side hems. Ample bottom hems, beautifully stitched.

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"	54"	5.59	3.69
"	63"	6.39	4.29
"	72"	6.69	4.69
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"	90"	7.98	5.69
"	99"	8.39	6.29
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72"	12.98	8.39
81"	13.98	9.19
90"	14.98	9.98
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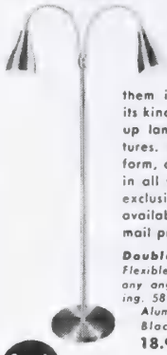
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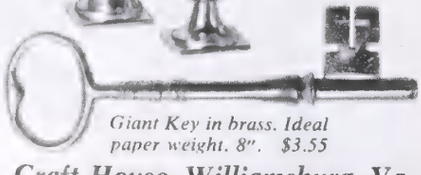
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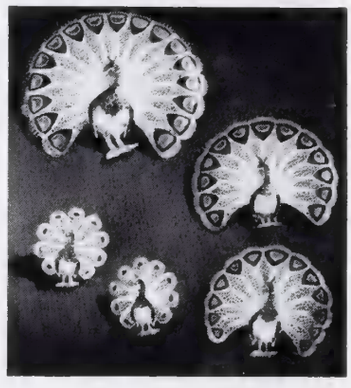
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WINDOV SHOPPIN

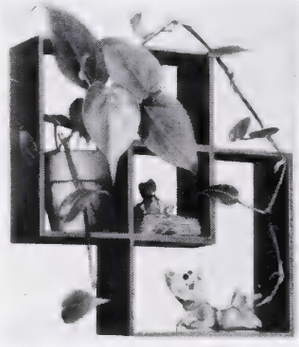


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(*Continued on page* 163)



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washes easily . . . always look
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Elastic U. S. Naugahyde i
available in a wide range of
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BURNISHED ANTIQUE
(swatched here in
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in Aqua)—12 colors.

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(swatched here
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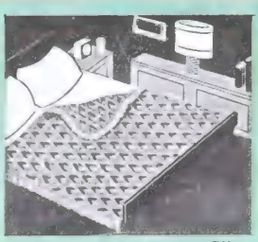
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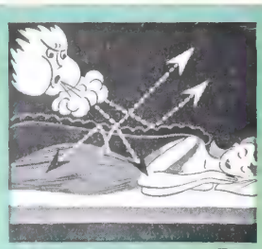
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WINDOW SHOPPING

CONTINUED FROM PAGE 160

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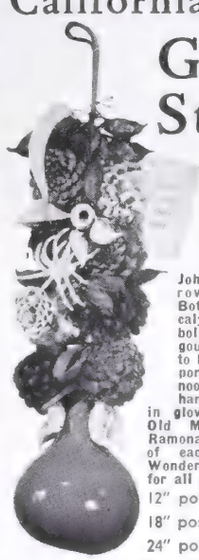
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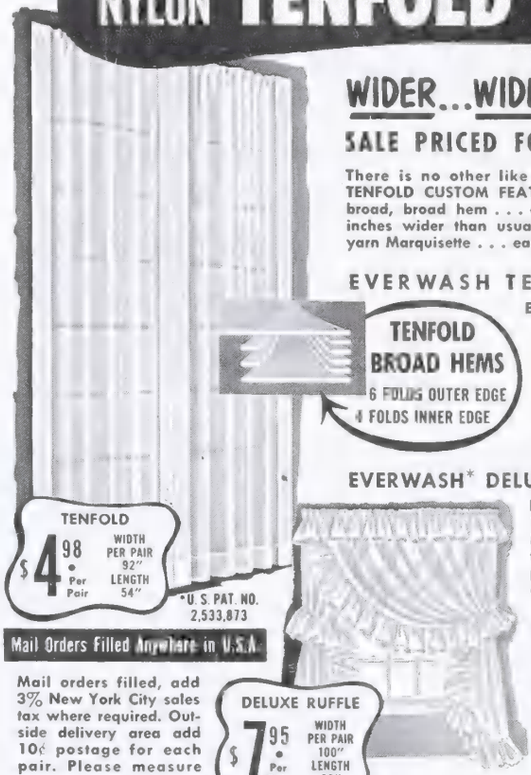
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6 FOLDS OUTER EDGE
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TENFOLD $4.98 Per Pair • WIDTH PER PAIR 92" LENGTH 54"

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. . . especially if there are children in the family

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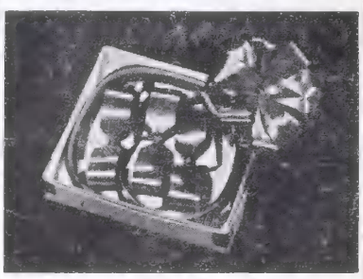
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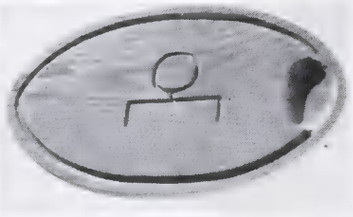
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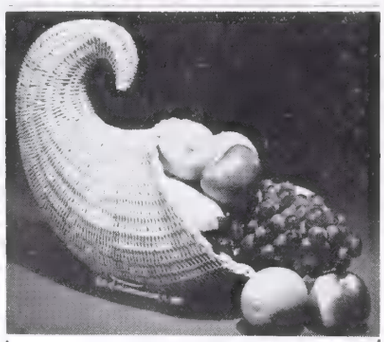
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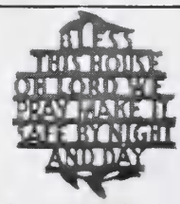


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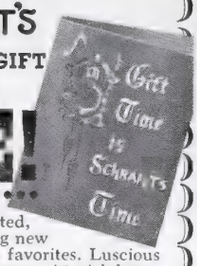


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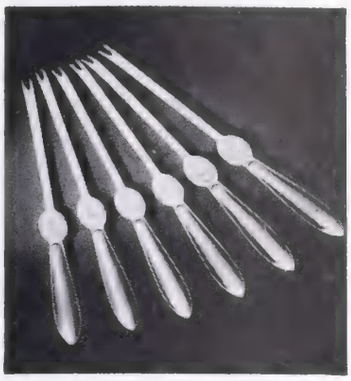
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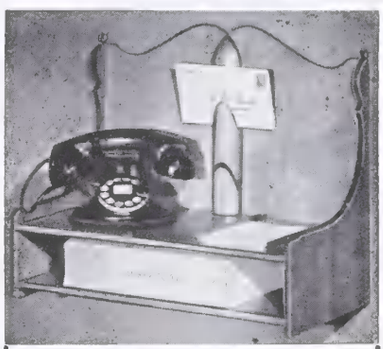
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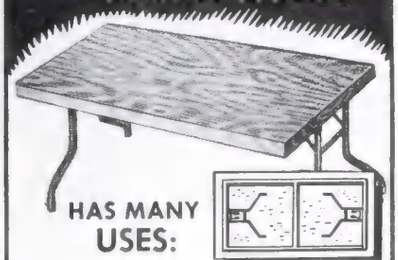
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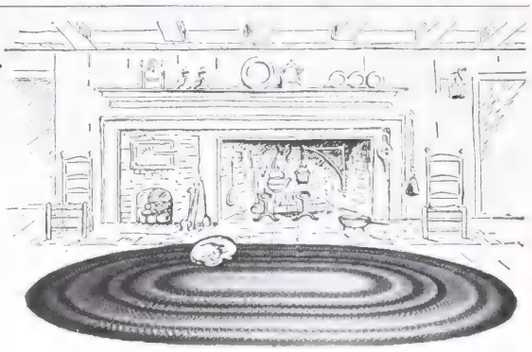
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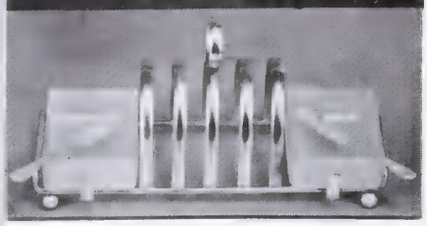
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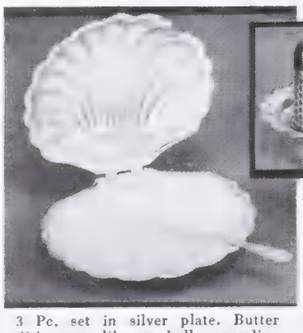
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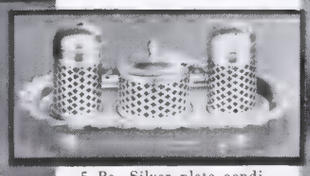
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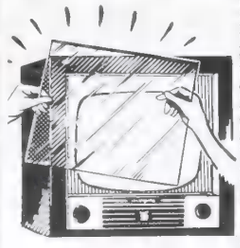
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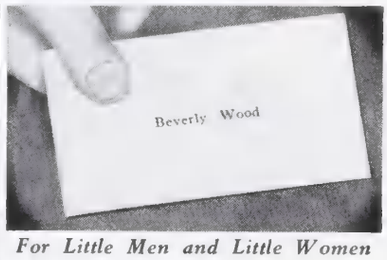
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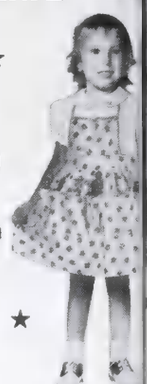


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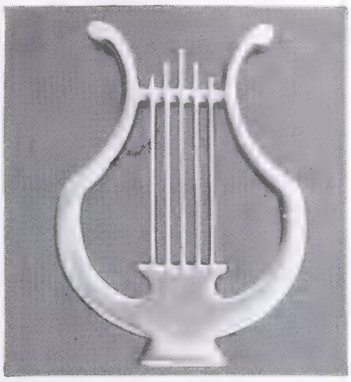
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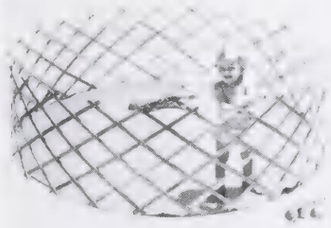
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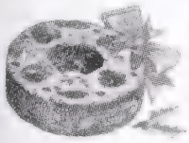


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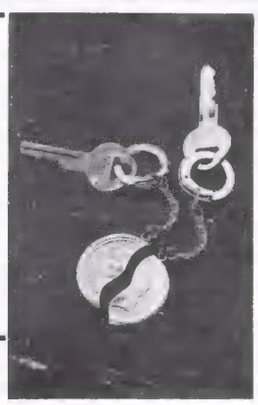


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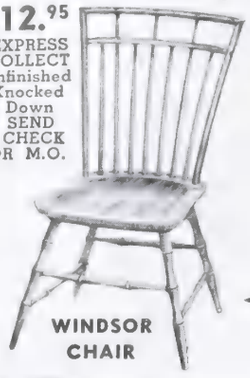
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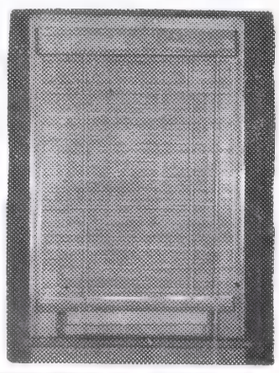
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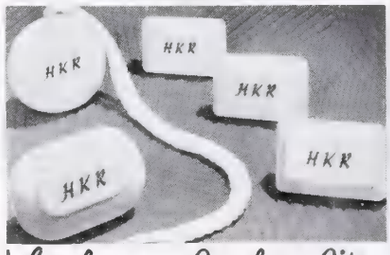
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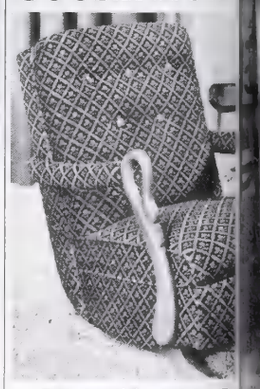
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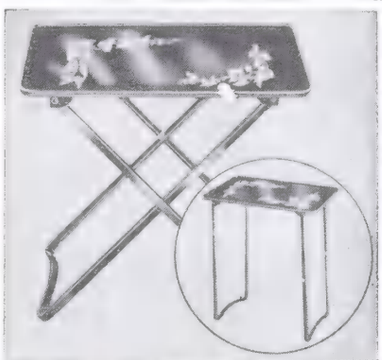
In choice of three colors: smoke, green or clear. Vase, 4½″ x 3½″, $7.25; large bowl, 4½″ x 8½″, $12.25; small bowl, 3″ x 3¼″, $6.75. Ppd.



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MODEL PA—21½″ sq. at base x 33″ high—2 bu. cap.—complete with grate and ash pan base—only $20.95 ($22.95 W. of Denver)

MODEL B—24″ sq. at base x 34″ high—3 bu. cap.—only $16.95 ($18.95 W. of Denver)

MODEL PB—24″ sq. at base x 38″ high—3 bu. cap.—complete with grate and ash pan base only $24.95 ($26.95 W. of Denver)

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Bar Rack . . . HOLDS ALL HIS BAR NEEDS

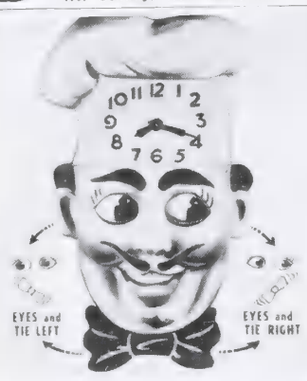
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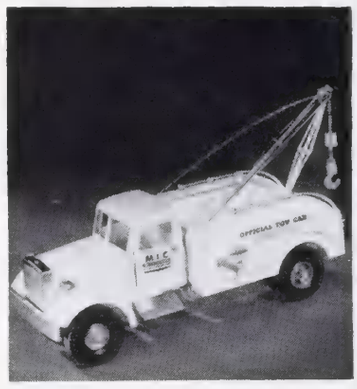
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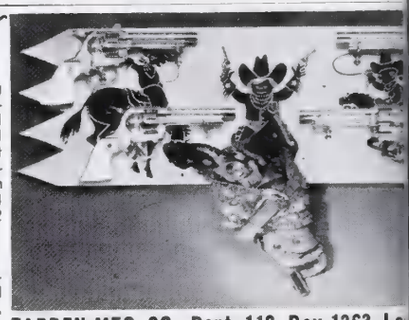
PISTOL RACK

for young cowpunchers

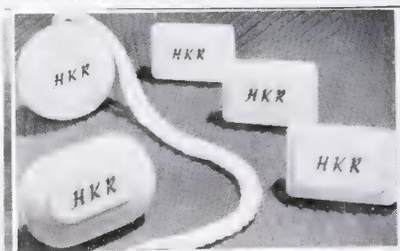
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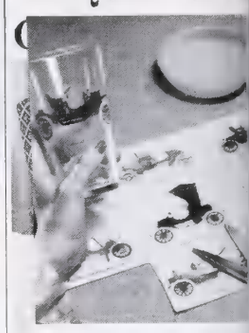
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MODEL B—24" sq. at base x 34" high—3 bu. cap.—only $16.95 ($18.95 W. of Denver)

MODEL PB—24" sq. at base x 38" high—3 bu. cap.—complete with grate and ash pan base only $24.95 ($26.95 W. of Denver)

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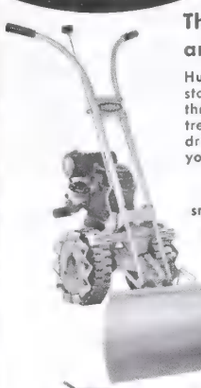
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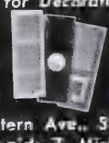
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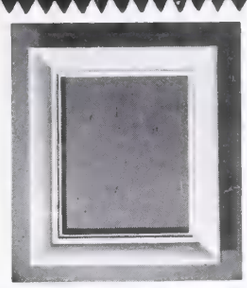
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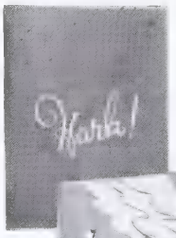
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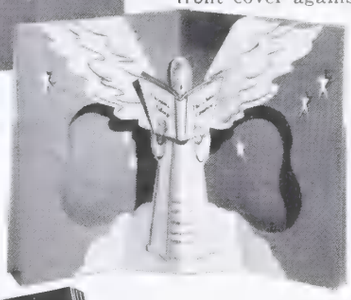
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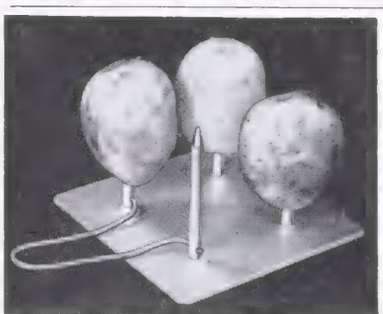
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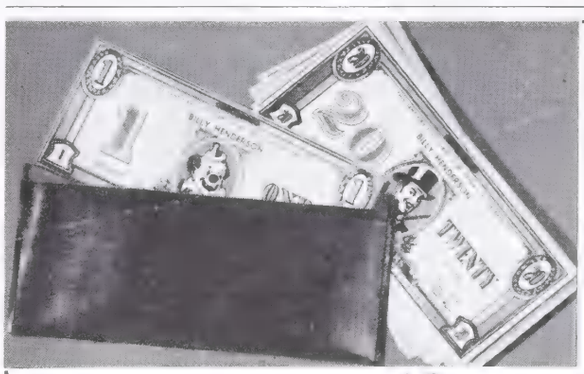
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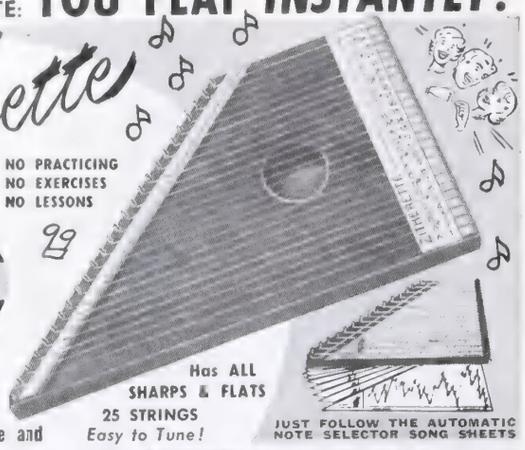
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You don't have to know a thing about music. At last you can play a full-fledged, regular professional instrument that has all the sharps and flats. Beautifully toned and easy to tune. Just slip the ingeniously designed song sheets under the strings. Then pluck the strings where the dots appear on these exclusive Automatic Note Selector Charts and you're playing well-known tunes! Instantly you're entertaining folks. Everyone will admire your talent.

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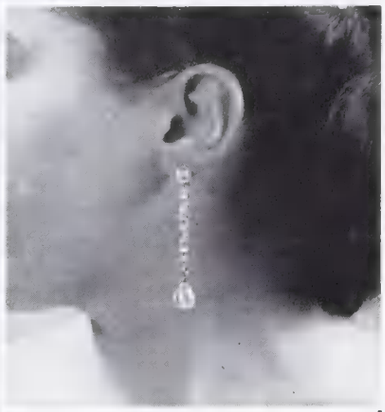
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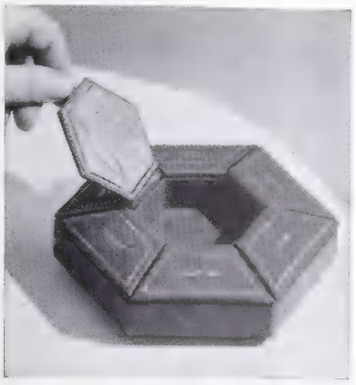
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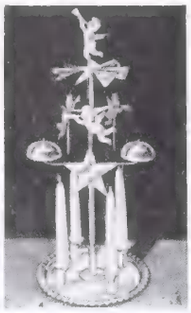


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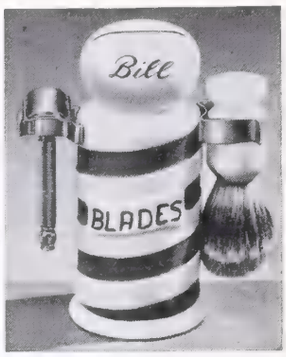
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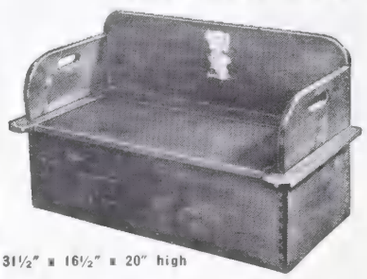
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the long, silky fur fr
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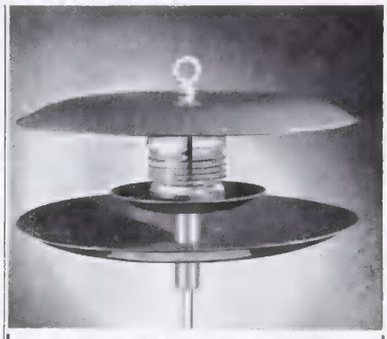
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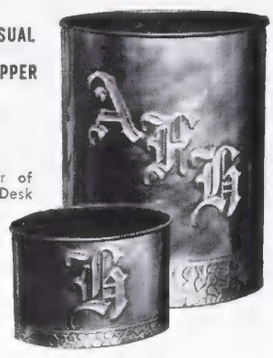
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Each piece carefully oxidized, polished, and lacquered to a satiny finish that will not tarnish.

We guarantee all work!

Any style, initial, signature, or design may be used.

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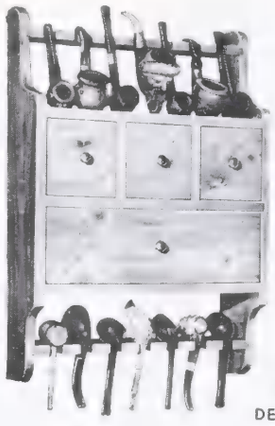


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a 1- and 1¼-ounce
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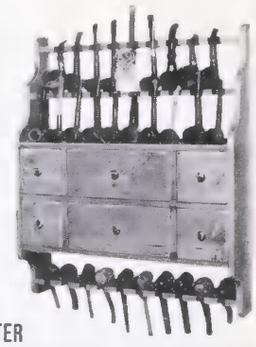
Does Everything a good pipe rack should do

HANGS ON WALL CONVENIENT

SAVES PRECIOUS DESK & TABLE SPACE

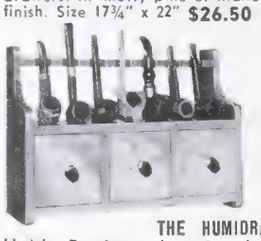
1. Holds 14 (count 'em) pipes! 2. Has 3 air-tight humidor jar-drawers. 3. Large drawer for accessories. Hand-crafted in honey tone knotty pine or lovely mahogany finish—waxed and hand-rubbed. Size 13" x 18" only **$12.50**

Also available: THE PIPESTER—same style as Humidrawer (right) but with 1 large drawer replacing 3 shown. Size 13" x 9½"—only $7.50



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For the pipe collector—a large handsome rack, holds 29 pipes, has 4 humidor drawers and 2 accessory drawers. In knotty pine or mahogany finish. Size 17¾" x 22" **$26.50**



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Holds 7 pipes, has 3 tobacco drawers. In knotty pine or mahogany finish. Size 13" x 9½" **$8.50**

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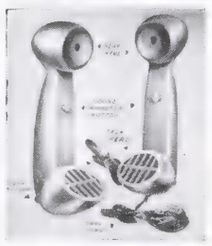


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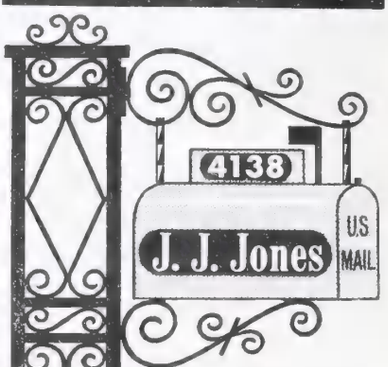
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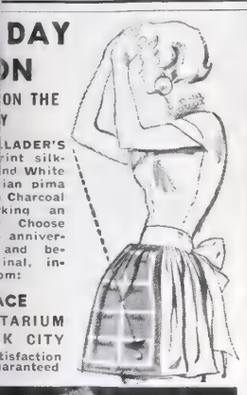


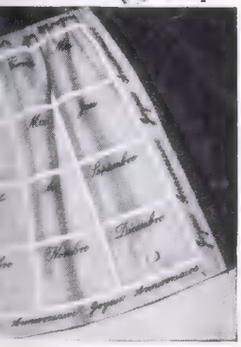
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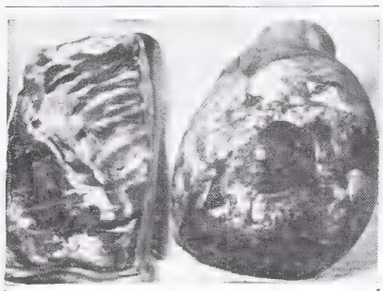


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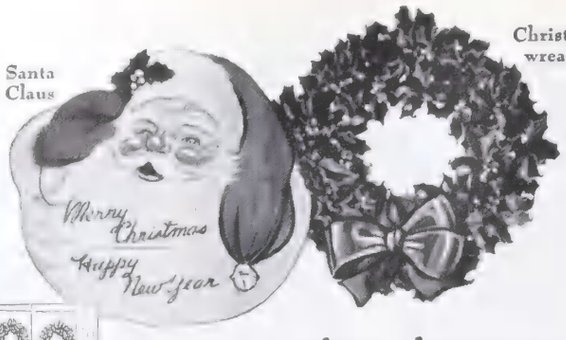
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Santa on windows!


table-trimming, too!

gay plastic place mats double, too, as delightful decorations!

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Candle Mobile $3.00
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CHRISTMAS WELCOME your guests as you open greet them. For ou fashioned door c music sweet as an an fill the air. "Ades "Jingle Bells," or " Red-Nosed Reindeer legginged visitors overtures to fun i matic rewinding. $4.9 Musical Gifts, 96 St Brooklyn, N.Y.

(*Continued on page* 181)



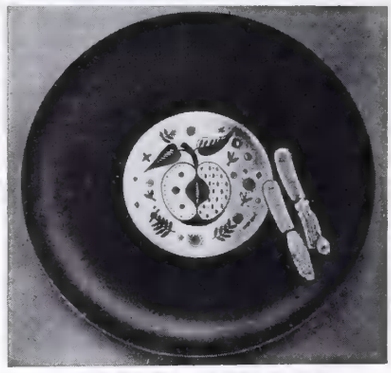
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Order her in her little panti shoes and pick the outfits to start wardrobe.

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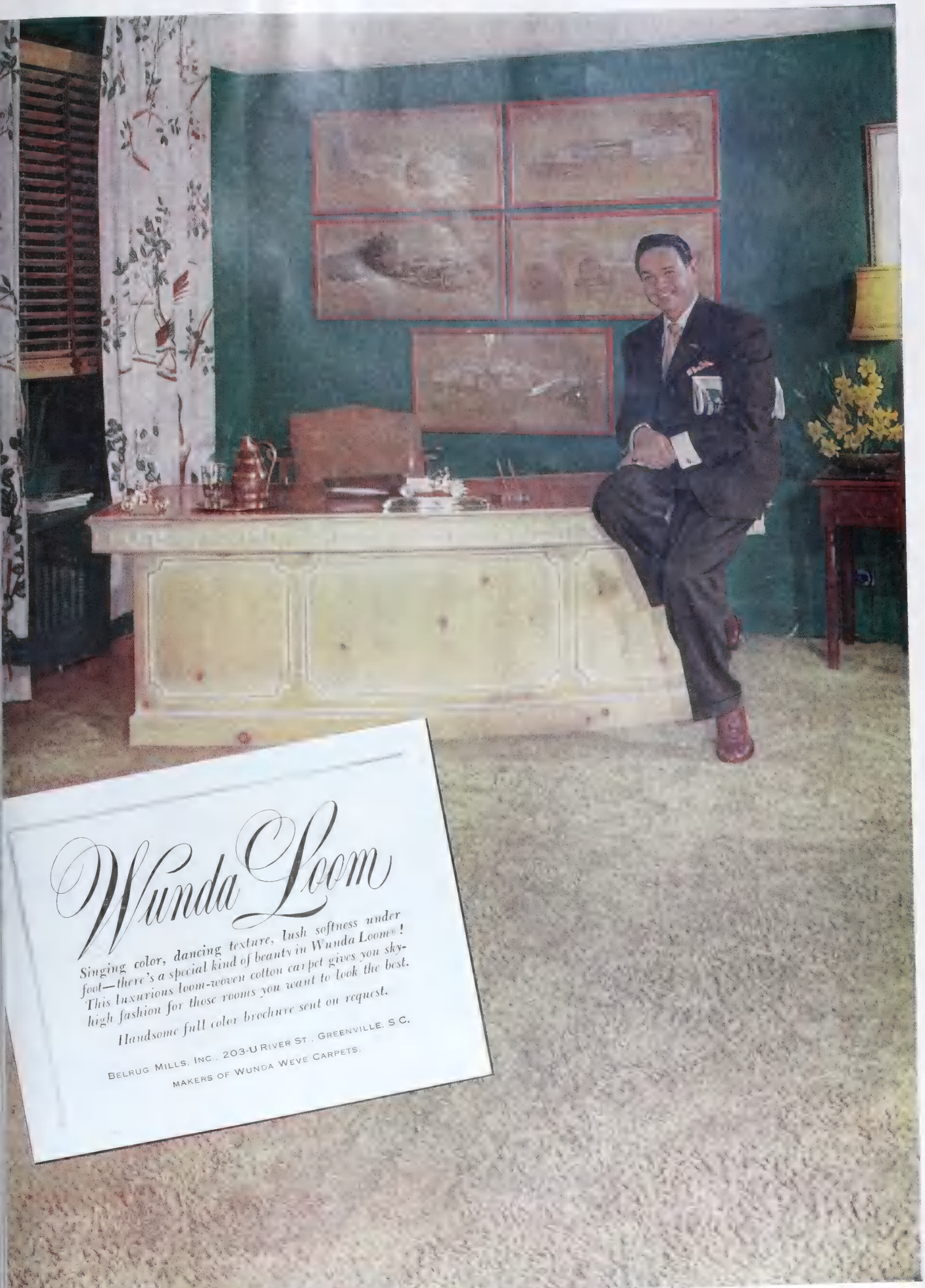
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Send 10c for catalogue showing clothes and furniture and other clothes.

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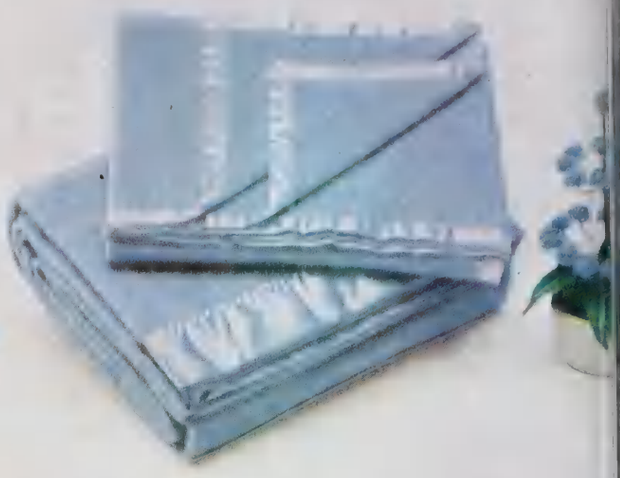


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WINTER AND SUMMER WEIGHTS

WINDOW SHOPPING

CONTINUED FROM PAGE 178

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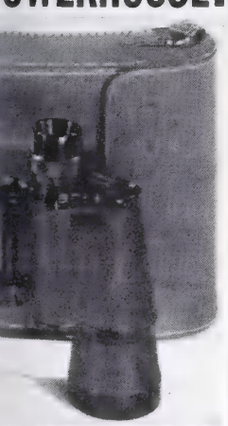


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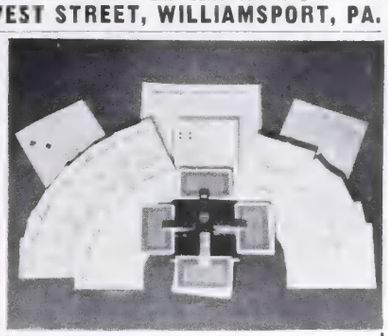
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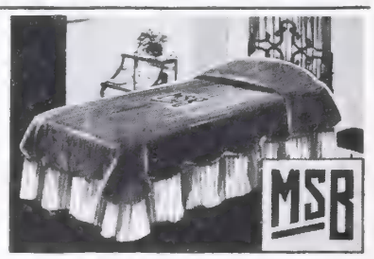
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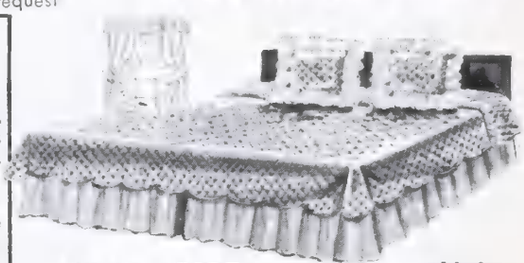
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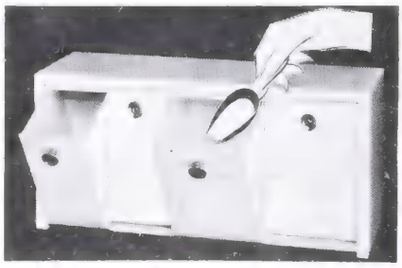
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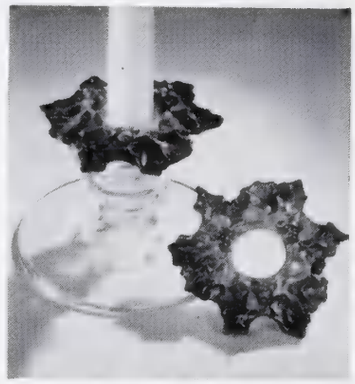
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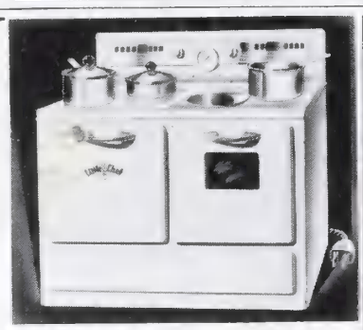
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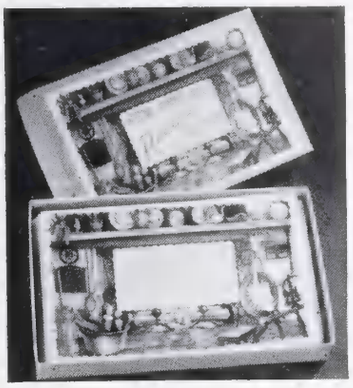
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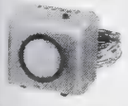
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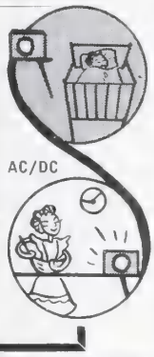
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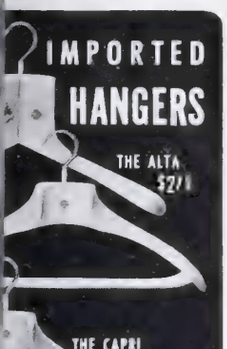


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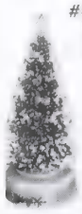
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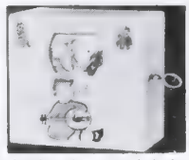
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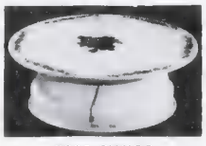
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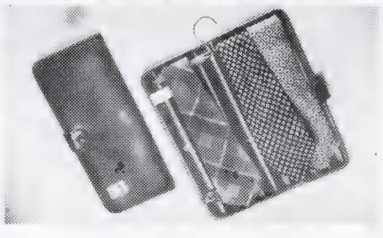
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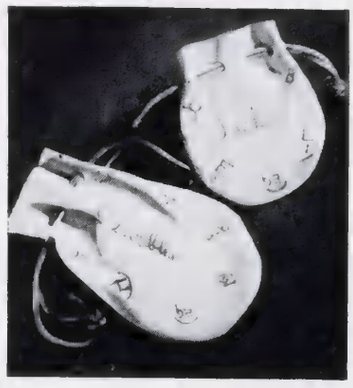
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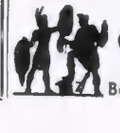
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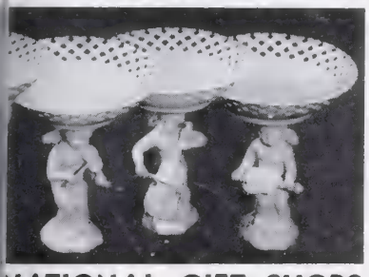
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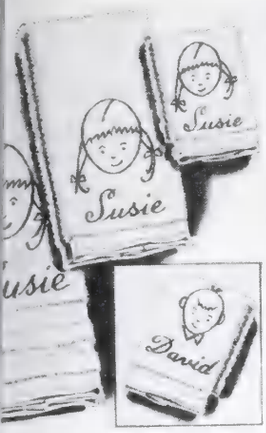
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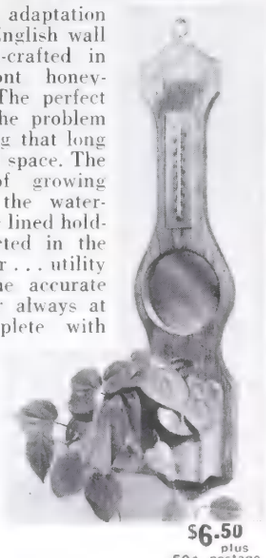
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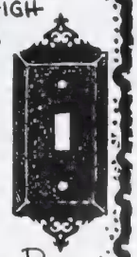
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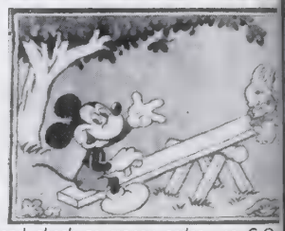


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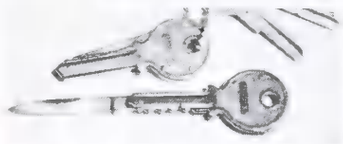
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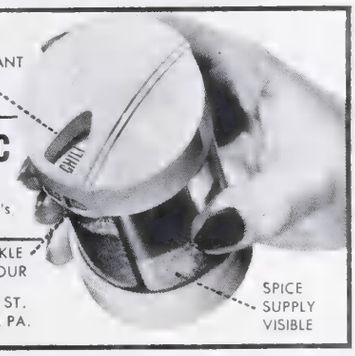
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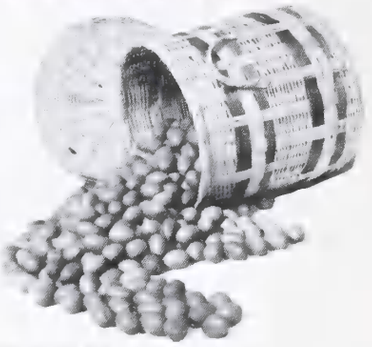
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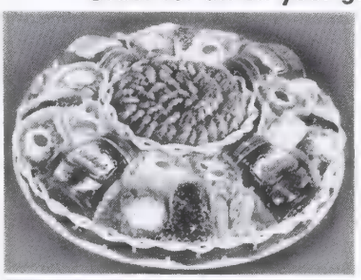
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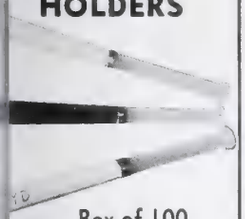
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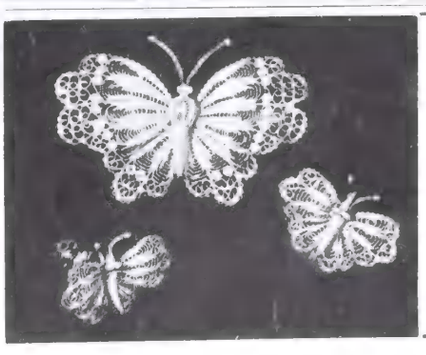
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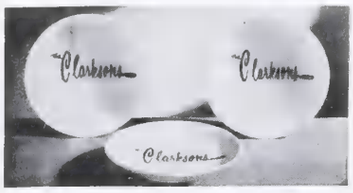
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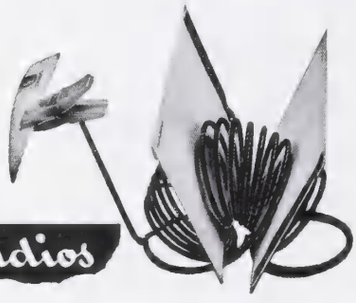
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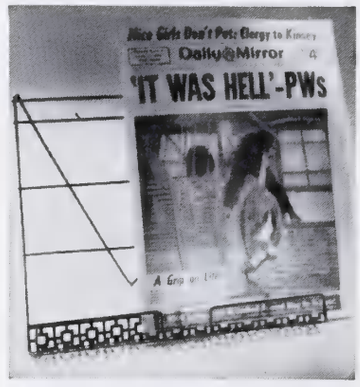
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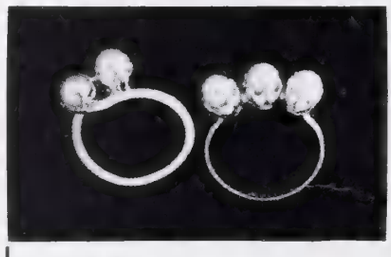
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A. Keep him well dressed for leisure comfort in this rich-looking Rajah Shantung robe! In smart color combinations—gold with blue piping, gray with red, navy with gold, maroon with white. Monogrammed to match trim. Washable! Sizes: S, M, L and XL. **$13.50** (unmonogrammed) $2.00 additional for, 3-letter embroidered monogram.

B. Make him a man of distinction with Franklin-Bayer's new large size TV styled handkerchiefs. Pure white linen, hand-rolled hem with exquisite 3-letter hand-embroidered monogram in his favorite color, placed so handkerchief takes new fold to tuck in pocket. Monogrammed: 3 for **$6.95**, 6 for **$13.50**.

C. Give him a luxurious gift—day-in, day-out comfort with these impeccably tailored Super Pima Cotton Shorts. French style with adjustable band (as illustrated) or Boxer style with elastic. Sizes 30 to 46. White, monogrammed in any color . **$4.85** pair. 3 pair . **$13.95**. Unmonogrammed . . . **$4.35** pair.

D. Dress him for bed in finest Pima Cotton Broadcloth pajamas. Silky soft and durable—tailored with famous Franklin-Bayer precision. In blue, gray or cream—monogrammed in darker colors to match. B, C, D, Monogrammed . . . **$14.75**. C, D, 6-footer, Monogrammed . . **$16.75**. Unmonogrammed . . . **$2.00** less per pair.

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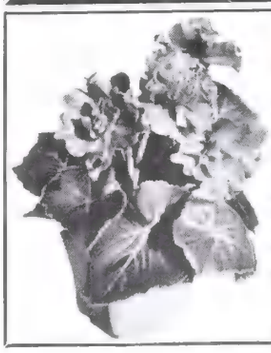


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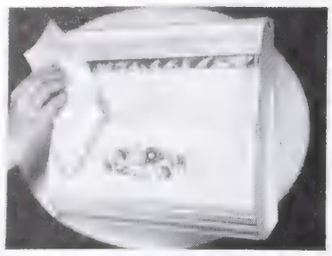
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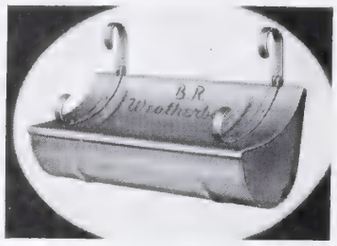
3-tier Papermatic

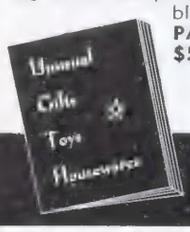
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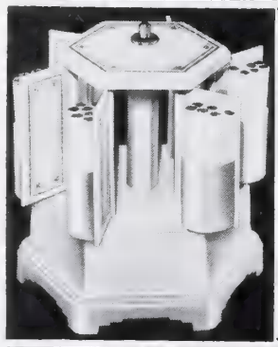
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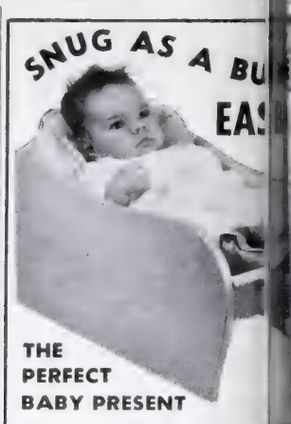
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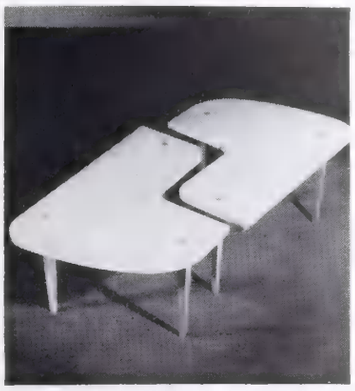
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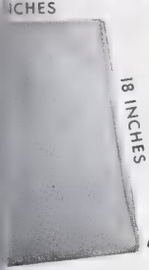
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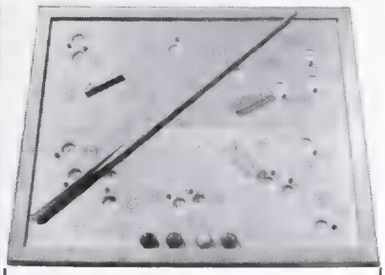
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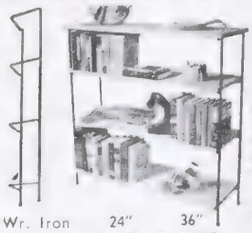
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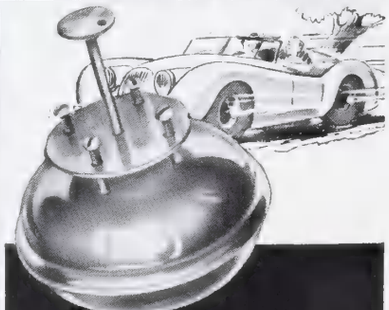
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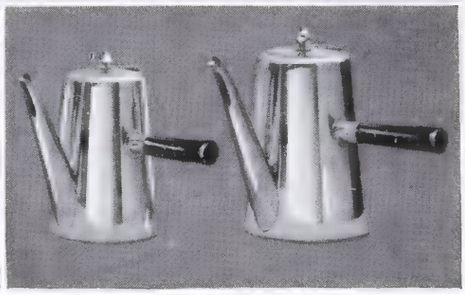
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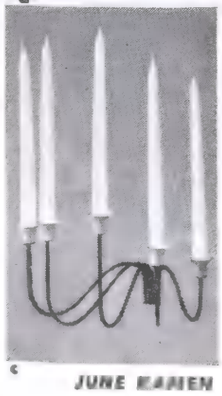
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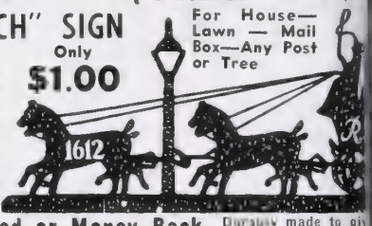
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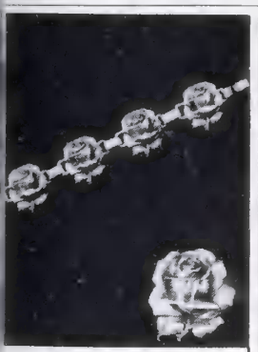
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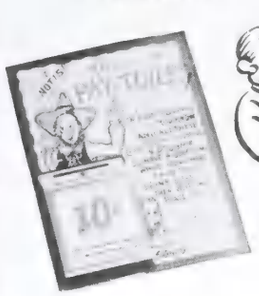
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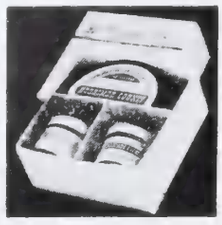


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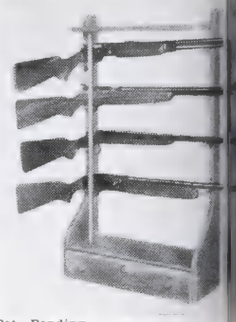
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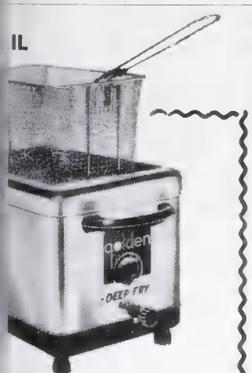
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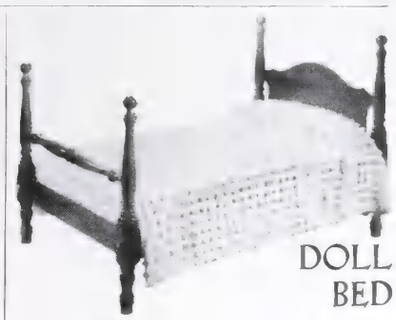
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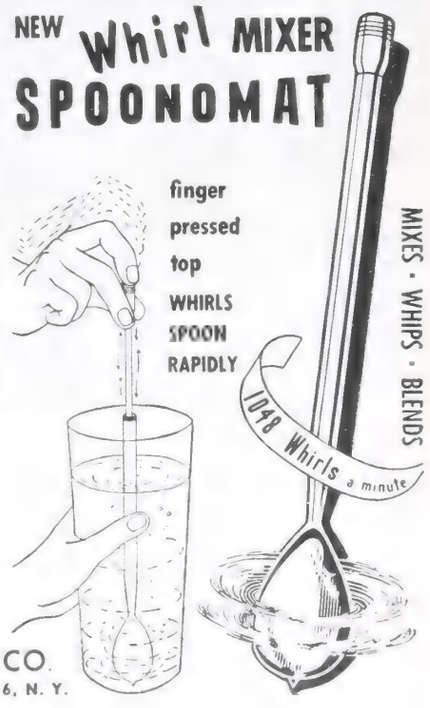
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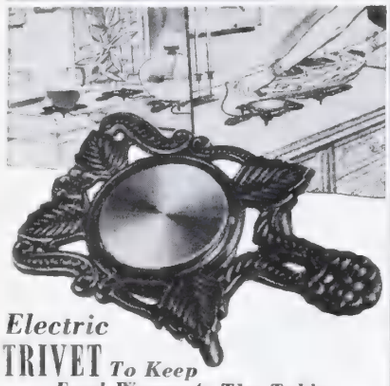
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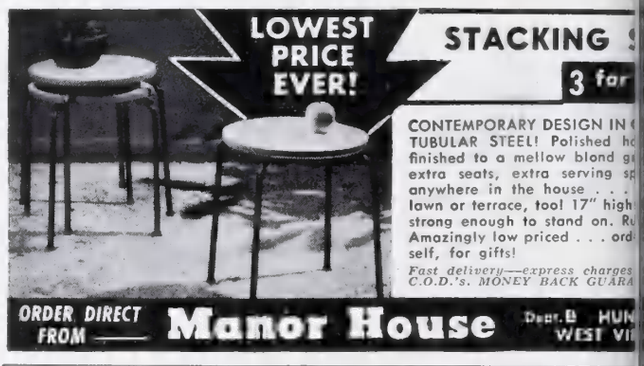
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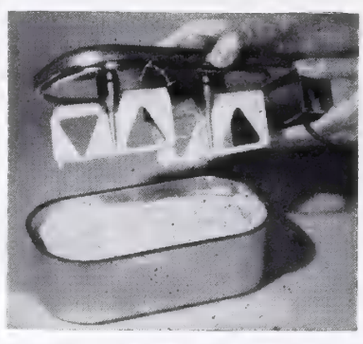


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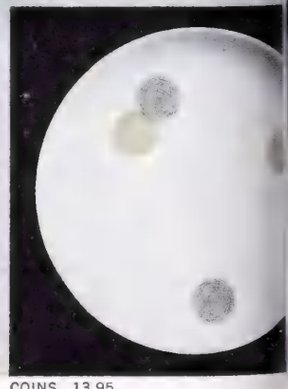
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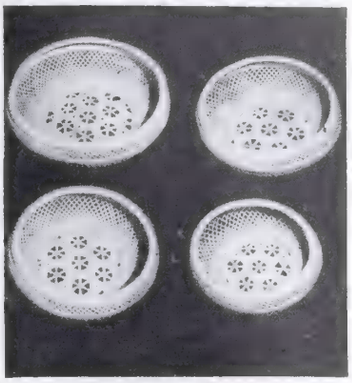


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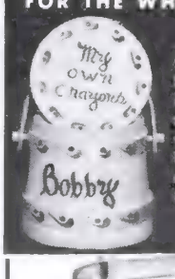


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Hand made bucket of native pine. Natural lacquer finish. Hand painted with child's name. Will hold full set of crayons, also fine for hobbits, buttons, etc., 5" x 5".
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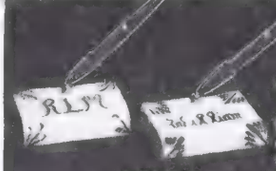


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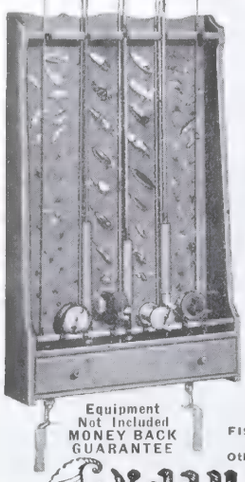
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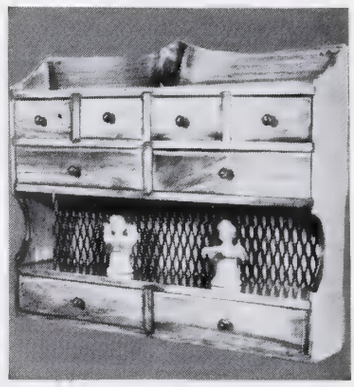
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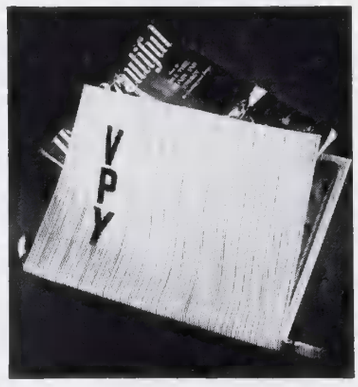
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A DESIGNING come up with thi hard-working brev masculine leather career gals, clubw girls. It's lightwe plastic in natura initials, or black v There is a zippere for added utility. 1 Without pocket, 1 Ppd. Lorelen Prod doon Ave., Clevel

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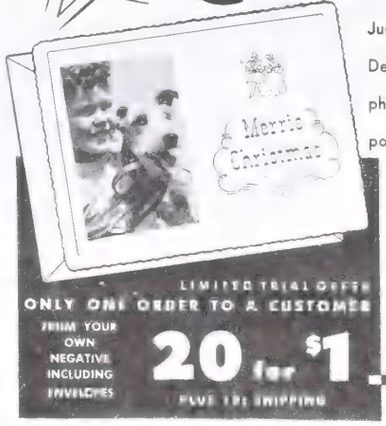
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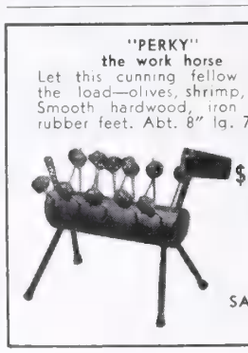


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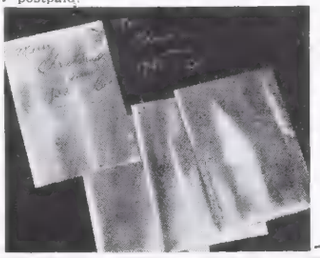
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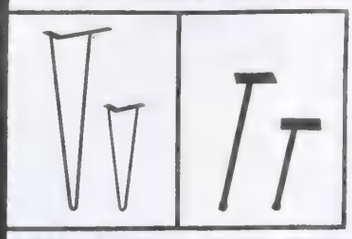
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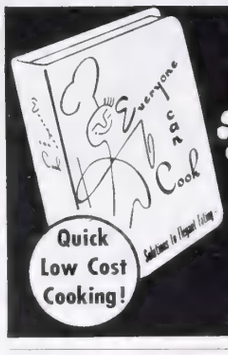
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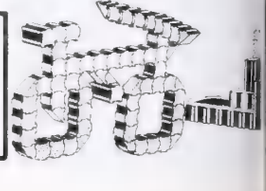
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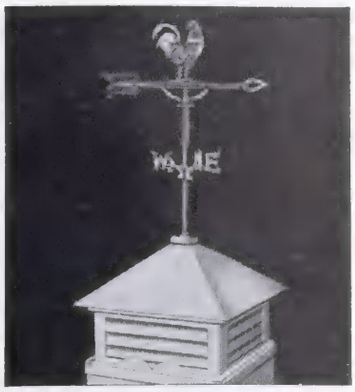
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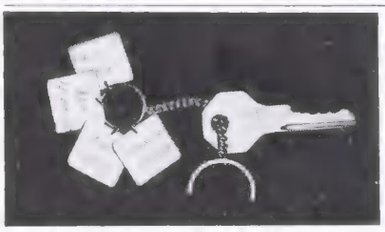
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in sterling silver

If his tribe has increased to the point where he is having difficulty keeping track, one of these key chains will help jog his memory. Each grandchild's first name and birthdate is engraved in script on a sterling disc the size of a squared dime. The utilitarian end will hold all his keys in an elegant manner. Don't overlook this for the forgetful (or busy) husband and father, too! Price, **$3.50** plus **$1.50** for each disc desired, including engraving, tax and postage.

Catalogue on Request
No C.O.D.'s, please

HOLIDAY HOUSE
111 Bellevue Theatre Bldg., Upper Montclair, N. J.



Grandmother Bracelet

in sterling silver

Grandmothers can dote to their hearts' content on this bracelet designed for them alone in sterling silver. Each of her grandchildren's names or nicknames and birth dates is engraved in script on a separate sterling disc the size of a squared dime. Naturally, individual discs may be ordered to add to the bracelet as the family grows. Capacity, twenty discs. Bracelet, **$3.50** plus **$1.50** for each disc ordered including engraving, tax and postage.

No C.O.D.'s please. Catalogue on Request.

HOLIDAY HOUSE
111 Bellevue Theatre Bldg., Upper Montclair, N. J.

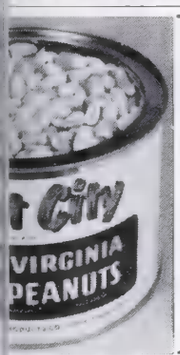


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For added charm... flannel-lined Velveteen... corduroy soled for extra wear. Sizes 9 to 11½ and colors: Red, black, blue, green. **$2.50** ppd

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Crisp, fresh, salted, 90% whole Jumbo peanuts. Enjoy the exclusive flavor of Selected Virginia Peanuts, shipped direct to you from the "Worlds Largest Peanut Market". Wonderful for gifts and the whole family will enjoy them. 3 lb. tin, $3.50 post paid.

Peanut City Products Co.
SUFFOLK, VIRGINIA



"Jocko, The Happy Hang-Up"
The Clothes Hook That Smiles!

He SMILES when you hang up clothes

But when you DON'T—he FROWNS

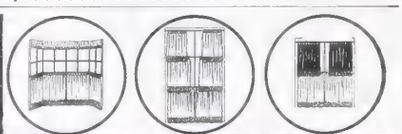
Let Jocko help you solve that clothes-on-the-floor problem! He really gets results! When his hook is empty he frowns—he scowls! But hang up those coats and things and he flashes a happy grin! Yes, you'll find an amazing thing—kids actually try to find things to hang up! Keep Jocko where he'll help form good habits—in the main hall, in the bedroom, (Grown-ups like him too—he's a riot in the rumpus room!) Easily hung on wood or plaster, like a picture frame. 3 designs, Jocko the Monkey, Casey the Bulldog Cop and Louis the Lion. $2.25 each ppd., or 3 for $6.00, ppd.

Money back if you are not "tickled"

CASEY The Bulldog Cop

THE FELICES Dept. H-11, Boonton, N. J. *(Write for FREE Catalog)*





NEW! Colorful cafe curtains to mix 'n' match

VAT-DYED WASHABLE POPLIN WITH "EMBROIDERY" FLOCKING

30" or 36" long—68" across **$3.98** postpaid

Now you can "ensemble" your curtains as a decorator would do—carry the same theme right through the house! Mix or match your colors—hang cafes in 2 tiers or a lower sash with valance at top. Cafes have hand-cut scallops on 4 sides.

COLORS: Red, Blue, Green or Gold background with White flocking.

Also — White background with Red, Blue, Green or Gold flocking.

Matching Valance—54" across $1.00 postpaid

FILMY NYLON MARQUISETTE WITH "EMBROIDERY" FLOCKING

Cafe Curtains—30" or 36" Long—68" across $4.98 postpaid
Colors: Red, Blue, Green, White or Gold Flocking (White Ground Only)

MONEY BACK GUARANTEE

Name Brand Curtains
220 Fifth Ave., New York 1, N. Y.



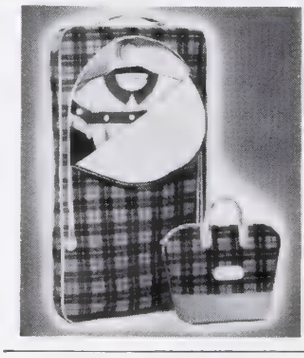
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joy the feeling of
possession of fine
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color, are the w
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your patronage. F
in natural or black
or in black metal
26" x 14". $19.95 e
Kingsware Design
Maple Ave., Kings



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The clock with
dulum keeps very
needs no electric o
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steel pinions, guai
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CARRIER (44 oz.) – swivels for easy
12 suits or dresses ▪ large zippered c
extras ▪ folds in half so child can ca
smart dustproof closet bag.
DUFFEL BAG (sold separately) has cl
2 keys. Solid brass studs on bottom
Both Pieces Feature – saddle leather
plate ▪ solid brass hardware ▪ wate
Available in – authentic clan plaid
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Carrier 38" long – **$14.95** ▪ Duffel
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YOU CAN HAVE THE FINEST *Sterling Silver* FOR $2.00 A MONTH

And You Receive at No Extra Cost

• ONE INITIAL ENGRAVED ON EACH PIECE.
• A HANDSOME TARNISH-PROOF CHEST WITH NAME PLATE

It's so simple to own beautiful sterling silver, thanks to this convenient payment plan! Just select any famous pattern from such renowned silversmiths as: International, Gorham, Reed and Barton, Wallace, Lunt, Manchester, Whiting, etc., and order as many settings as you wish. Pay as little as $2.00 a month for each setting . . remember, you pay no more than nationally advertised prices. Order now — receive a tarnish-free silver roll for each setting one initial engraved on each sterling piece, *plus* a magnificent tarnish-proof chest after acquiring eight place settings!

International's SILVER RHYTHM $35.00
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Wallace's WALTZ IN SPRING $39.50
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Please send me ..... place settings of
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I will pay $2.00 per month for each setting. Each setting consists of Knife, Fork, Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon. Federal tax included.
Engrave this initial .....
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Easy-housekeeping hint:

STOP SPOTS and RINGS from DRINKS and THINGS!

RELAX—enjoy your own parties—stop wincing every time children spill milk, soup or juices; every time guests put cocktail glasses on tabletops!

You can *protect* tabletops, quickly and easily now, by applying a coat of amazing, new, liquorproof, waterproof ALCO-SAFE Clear TABLETOP FINISH—right over the old finish (varnish, enamel, lacquer!) Just wash to remove old wax or polish; dry; apply Alco-Safe freely with a minimum of brushing.

Alco-Safe was developed as a high-lustre varnish for bar tops, to take a terrific beating! You can use it in your home, on coffee tables, dining room tables, any fine furniture surface—and, after thorough drying, rub it down to the *most beautiful and practical low-lustre finish you ever saw*, in about two minutes! Complete directions on the label.

We'll make you an offer and a prediction! *Send us one dollar* for a can of Alco-Safe—*enough for a large-size tabletop*—use it; and we'll bet you'll be back for more Alco-Safe to re-finish every tabletop in the house!

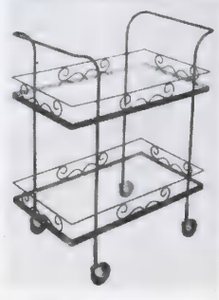
The O'Brien Corporation (makers of top quality finishes since 1875)
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Rush postpaid one can of ALCO-SAFE Clear TABLETOP FINISH for each tabletop. I enclose $1.00 in cash, check, or money order, in full payment.
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Lovely to look at, delightful to wear before, during and after the holidays . . . for casual or dress. Earring size 1-1/16".
In STERLING **$5.95**, in YELLOW GOLD-FILLED **$6.95**, In 14K GOLD **$29.95**. Matching chain bracelet with 1 bell: In Sterling **$3.95**; In Yellow Gold-Filled **$4.95**. Matching necklace (one bell): In Sterling **$5.95**; In Yellow Gold-Filled **$7.50**.
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Frisky . . . Funny . . . Liqu
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OUTING KIT . . *The Perfect Gift* . . Attractive case of heavy water-repellent brown and beige duck contains large sandwich box and 2 quart-size bottles made by the American Thermos Bottle Co. Ideal for auto trips, football games, and sportsmen.

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Tells at a glance *indoors* how hard the wind's blowing *outdoors!* Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 4" polished brass dial registers up to 100 miles an hour. Installation is easy and quick: Simply mount the spinning cups on roof or TV mast and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully guaranteed, complete with 50 feet of wire.

Only $49.95 Postpaid. Air Mail Shipments in U.S. $2 Extra.

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ORLON *Marquisette*

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45"	8.98	4.69
54"	9.98	5.39
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72"	11.98	6.39
81"	12.98	6.98
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174" Wide (Double)

Length	Usually	NOW
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90"	36.98	22.49

CAPE COD RUFFLED . . . . . 76" Wide

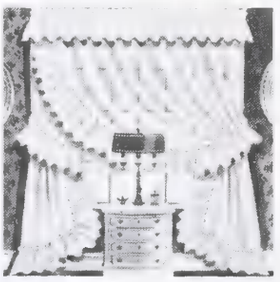
Length	Usually	NOW
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54"	7.98	4.98
63"	8.98	5.49
72"	9.98	5.98
81"	10.98	6.39
90"	11.98	6.69

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45"	5.98	3.19
54"	6.59	3.59
63"	6.98	4.19
72"	7.79	4.59
81"	8.49	5.19
90"	8.98	5.59

TIERS . . . . . 72" Wide

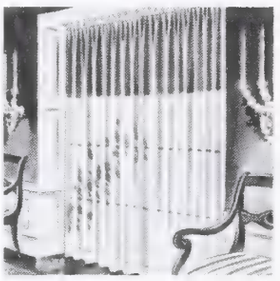
Length	Usually	NOW
30"	$ 4.29	$ 2.59
36"	4.69	2.79



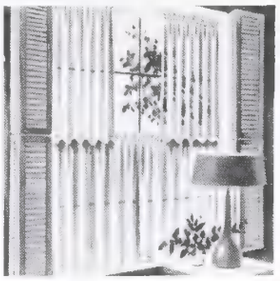
A. RUFFLED – Wide enough to criss-cross or hang Priscilla style with dainty, 6" picot-edged ruffles. Luxurious boned rings on ruffled tie-backs.



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D. TIERS – New "decorator" look used tier on tier, or singly. Beautifully stitched hems.

Sun and Weatherproof – Non-Abrasive, Stronger – Wash, Dry, Fast – Soil Wipes Off!

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If you are not delighted with these lovely curtains, simply return them within 10 days to Miller's and your purchase money, plus postage, will be refunded at once.

"Can they be top quality at such very low prices?"

Yes, because Miller's is one of the largest distributors of curtains direct from maker to you. Because of this vast volume, Miller's make tremendous savings in buying. These huge savings are passed on to you in Miller's low prices.

No curtains at any price offer so many advantages as these incredibly sheer and crisp DuPont Orlon Marquisettes! Yet you can now order these amazing Hathaway Curtains from MILLER'S *at a savings as great as $14.49 per pair*—without risking a penny! They are absolutely guaranteed to please you. Made in 4 styles and 29 sizes to fit any window and add to the beauty of any room.

CRISP, FRESH, DURABLE! They're such practical beauties! Far above any ordinary "miracle" fabric, Orlon *stays* white and lovely . . . resists sun and weather, wrinkles, insects, mildew, radiator heat, abrasions—lasts so *much longer* without the *least* care! They're easy-to-wash, quick-to-dry, need little or no ironing. DON'T DELAY! These prices for limited time only.

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I enclose $ for MILLER'S Orlon Curtains.
Check ☐ M.O. ☐ or C.O.D. ☐
Please add 30¢ for first pair and 10¢ for each additional pair if you wish to prepay mailing charges.

Style	Quantity	Length	Price
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B			
C			
D			

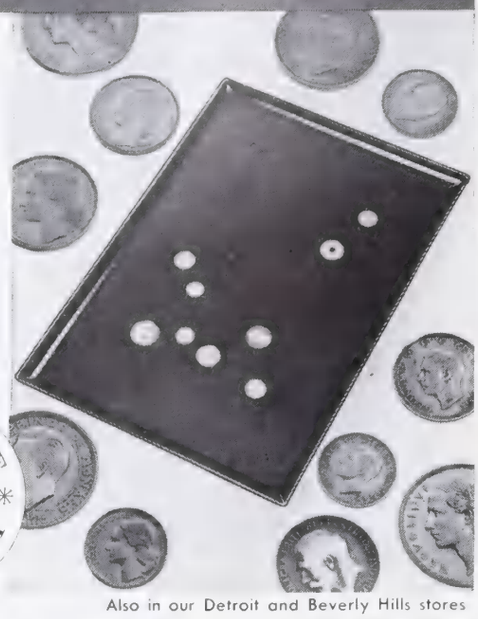
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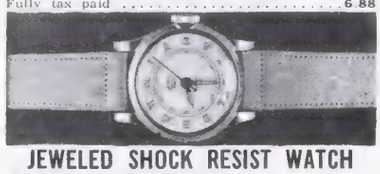
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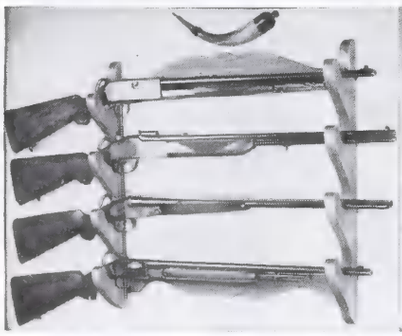
Genuine mink hoop earrings and matching bracelet. $2.00 each $3.95 set.

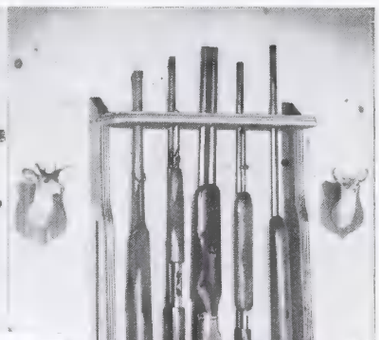
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Earrings and Bracelet come in 2 colors—Ranch Mink and Silver Blue Mink.

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Steel Safety Lock Protects the Guns

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4-Gun (2 to 4 guns) **$12.95**

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Chock-Full of Fruits and Nuts right down to the bottom!

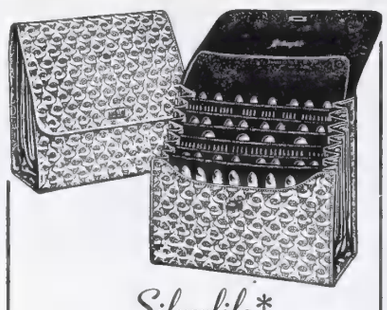
When you think you've eaten the best — then try a LIZETTE Fruit Cake if you want one that's even better. Made with top-quality whole walnuts and pecans — choice cherries, pineapple and dates — blended together with the finest, purest ingredients into a Fruit Cake that tastes SO delicious you'll never be satisfied with any other kind again. Packed for gift-giving and safe shipping. Order soon to assure quick delivery.



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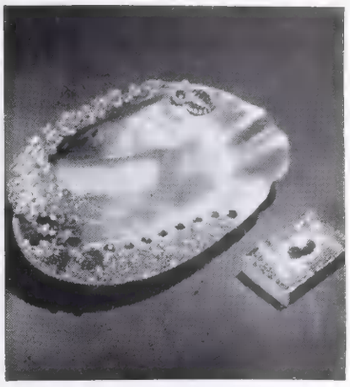
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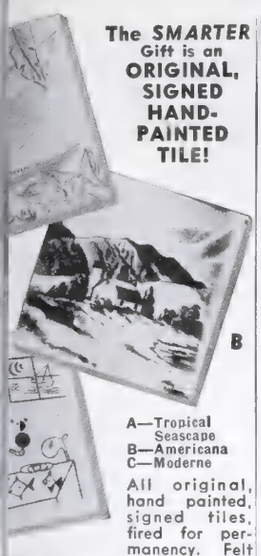


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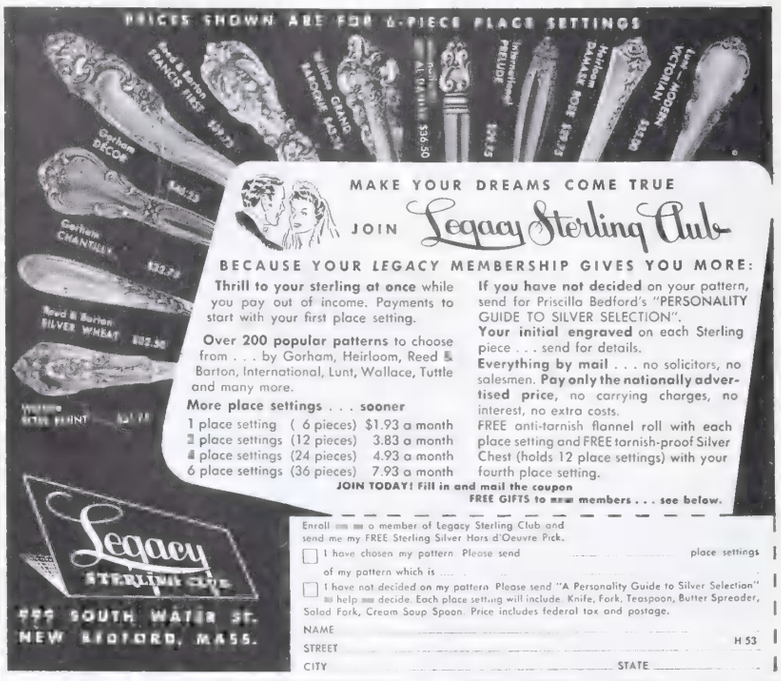
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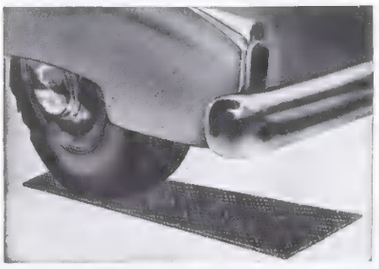
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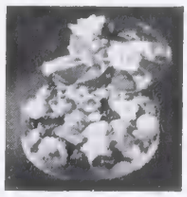
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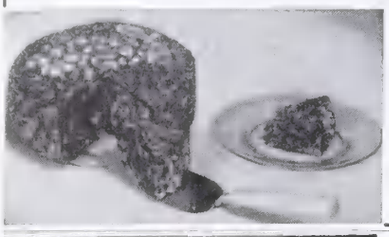
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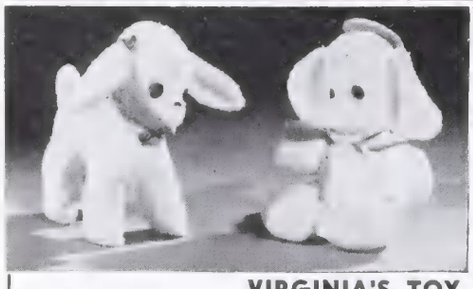
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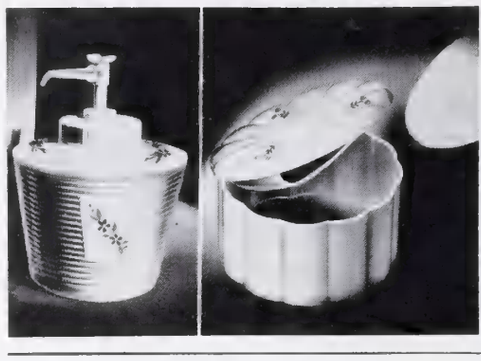
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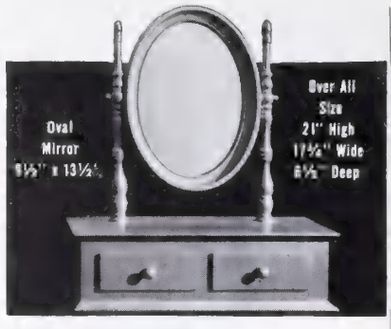
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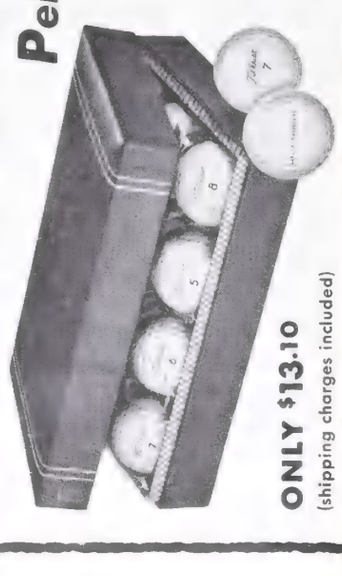
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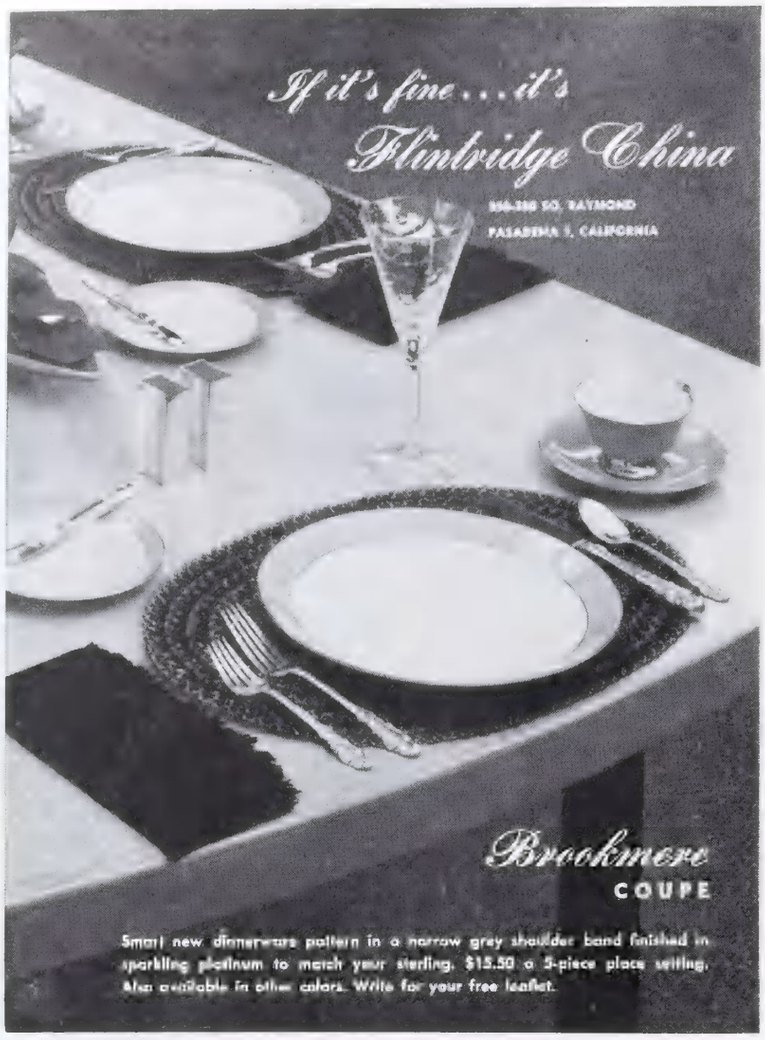
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The Influences that prod

Like all of us, the architect of the 1954 Pace Setter s the many influences to which he has been exposed. graduating from the University of Florida, Alfred Brow Parker studied first in Stockholm and then in Mexic noted the Scandinavian emphasis on the individual's fe for form, rather than on a fixed, universal conceptio Mexico he had a strong reaction to nature and the ron of it, but he was also repelled by the modern archite there with its lack of true beauty, its two-dimensional, s ficial thinking. He liked the ancient architecture—its ture, mass, strength, meaningful ornament. He saw it true to the nature of the materials—in most cases, s

Though he has consciously imitated the stone wor Yucatan, the masonry of the Pace Setter was worked in terms of the stone itself. He studied the sizes and sh of his stones, then worked out principles for laying t

"The emphasis on novelty is ridiculous," he says. "Y arrive at originality (if you have anything) just by l yourself. When you measure the past in Yucatan, you it has scale, balance, planning for shade, for traffic; you look at a modern city, and you ask yourself, 'How human can you get?' In Chichen Itza they did much be We've forgotten many things we ought to remember.

"Ancient ways are not the best ways, but we should aware of them and look to see if they contain someth useful. It's not what we call architecture that counts— ditionalist, empiricist, or internationalist—but whethe makes an improvement on what has been done."



Pace-Setting Architect





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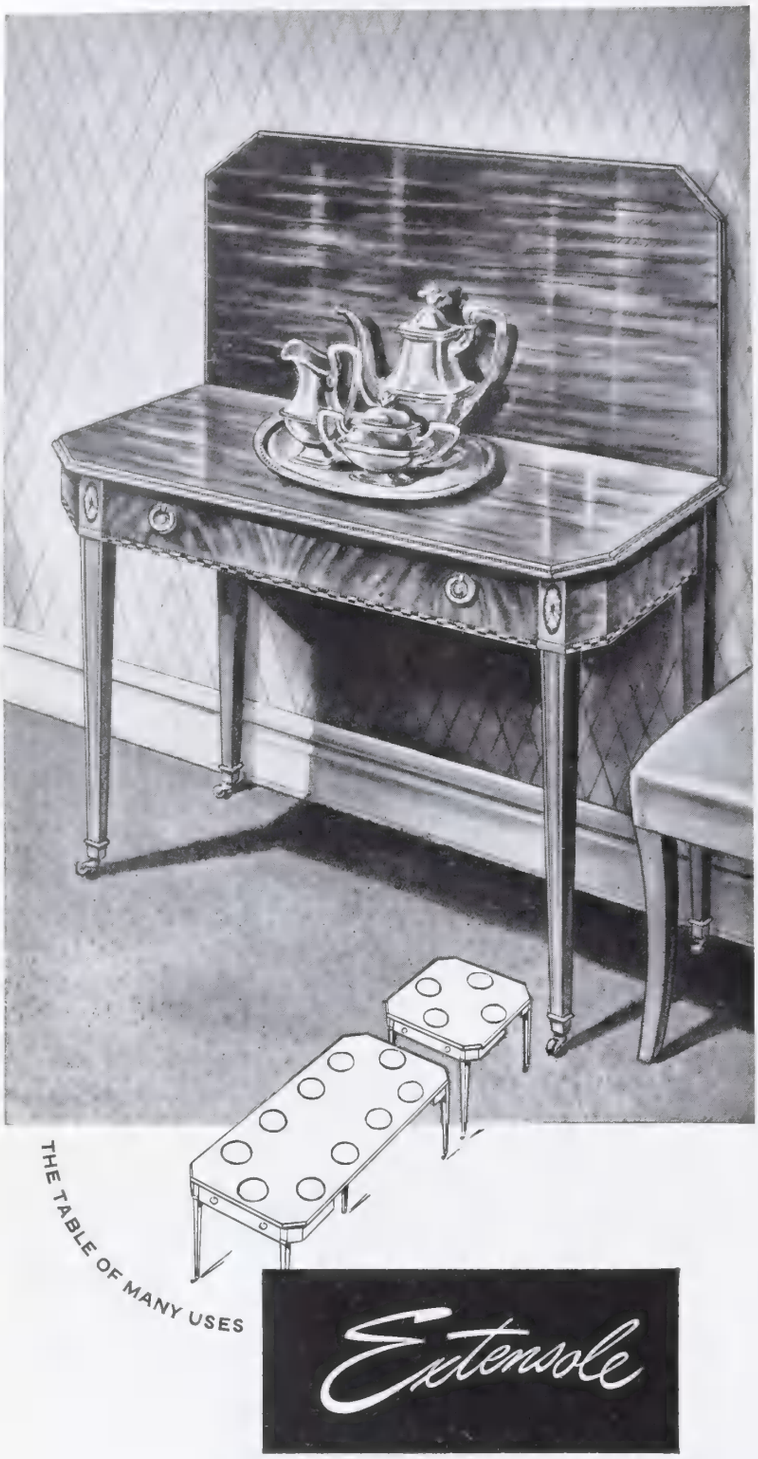


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Decorator's Diary



"Market trip" jottings to tip you off to what's new and worth owning in decorat styled furniture, fabrics, and wallpapers

It's not too hard, I've decided, to make a room pretty, chic, elegant, quaint, or spectacularly original. But only once in a while am I lucky enough to have one turn out to be distinguished. Mrs. Lansing's living room is just that, and darned if I know exactly why. Her furniture is good—Empire pieces in light fruitwoods with restrained-modern sofa and chairs—but so is a lot of other people's. Maybe I have the wallpaper to thank.

We used Gene McDonald's "Madagascar" in orange terra cotta on deep gray. Design is a strange and fascinating medley of floral, geometric, and mythical animal motifs printed in the uneven technique that's almost a McDonald trademark. It's the kind of pattern that always seems to produce an unremembered detail no matter how often you've studied it.

Papered two walls and painted the other two—the fi window walls—in gray two shades lighter than of the paper. The ca deep gray; the furnitu in solid-color linens, br yellow, tangerine; the accessories mostly in copper.

It's probably the com all those things that trick—the primitive wal tern teamed with the lized furnishings. I'm reminding myself that I ness to please my client and then it's good to do pleases me too. Somethi me up when I fear I'm the decorator's particula despond: mediocrity.



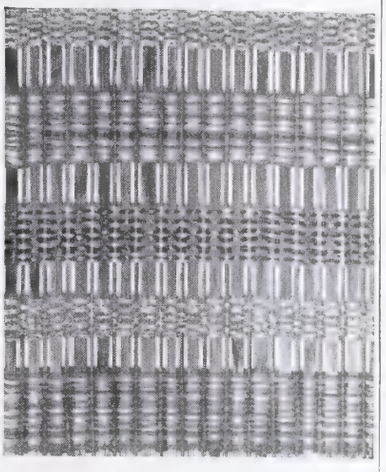
"Madagascar" wallpaper

Took Mrs. Banning to dios to look at printed the sitting room she wa vert to a part-time gu But she was so taken Lenor Larsen's blinds scrapped the whole plan off in another direction. curtains or draperies fo dows, we ordered blin weave she liked best: spl and matchstick stained ered greenish brown ar together with linen, wool, on bouclé in browns an and gunmetal metallic.

Then we ordered more to solve a problem that u moment had me stumped. has a small closet, welcom for its storage capacity frustrating obstacle to placement because its hin



backs up to the only logical piece of wall space for the combination desk-dressing table we want to add as guest-room equipment. Now, off its hinges goes the door, and in its place a sliding curtain of the bamboo weave, hung with the slats running vertically. Decided not to use any pattern on the walls or furniture. The bamboo weave is a pattern in itself, and used for the two windows and the closet door, that's plenty for one small room.
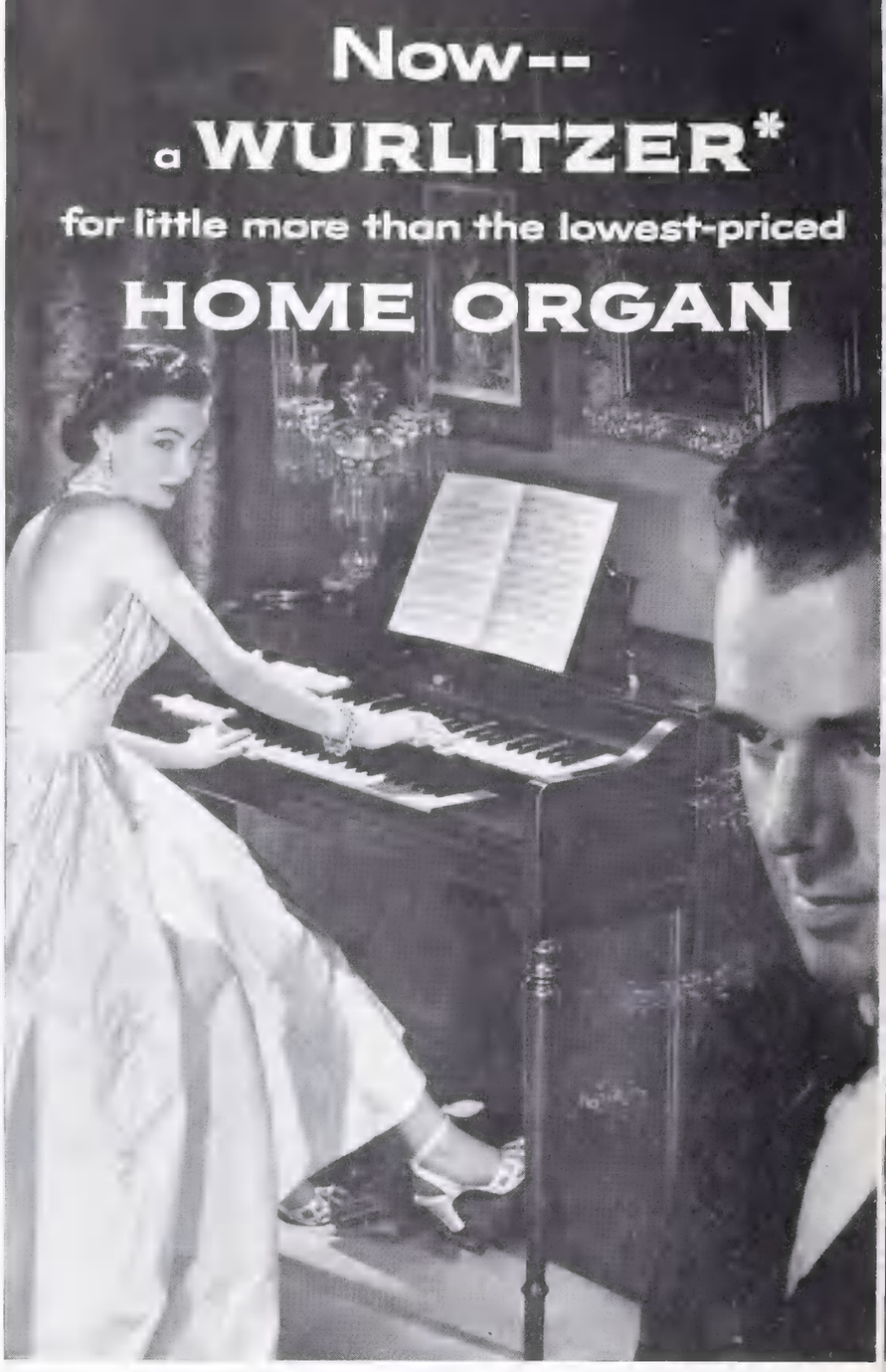


For window or door

The battle of the glass door. That's what I'm calling my current crusade. Seem to be running into a lot of them lately. Glass doors, I mean. Not *all*-glass doors but wood doors with transparent glass panes. You find them in almost every house or apartment that has reached the age of 25. What good are they? If you need a door for privacy, a transparent door is clearly useless. If you don't, it's only a threat to the myopic, a shin skinner, a robber of wall space. "Off with it!" I command belligerently. The client blinks at my vehemence, may even be reluctant to do away with so solid a fixture. But a few turns of the screw driver does the job and what a difference it makes! If there still seems to be need of a part-time door, there are so many candidates: bamboo curtains, sliding wood-slat doors, accordion fold doors, Japanese shojis.

Have always been partial to Firth's "Woolturf," the carpet with the long shaggy loops of twisted wool yarn. Like the way it feels underfoot—properly squooshy—without looking as if it belonged only in tinkling-crystal salons. Deep pile with a casual air. Was interested to hear they'd brought out a variation called "Rancho Grande." Only difference I could see, though, was in the color. Loops are two differ-

(*Please turn to page* 345)

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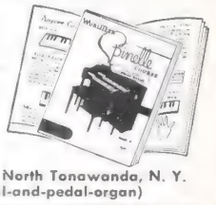
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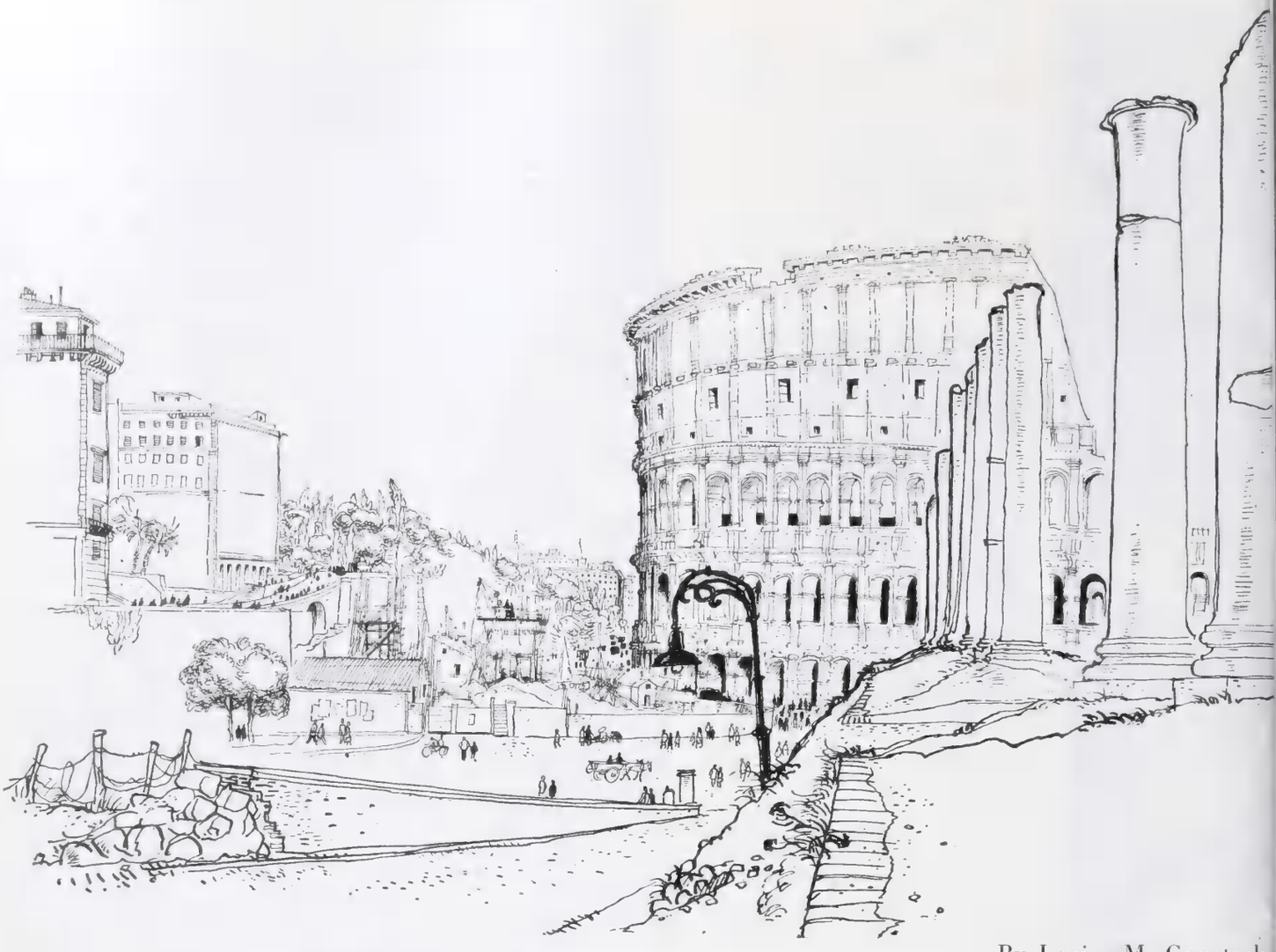
The Rudolph Wurlitzer Co.
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I want to find out what your "easy-play" course can do for me. Send me Lesson 1 without obligation. Also more information on your new Spinette.

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HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

Airborne travelers of 1953 no longer exclaim in amazemen at the idea of dinner in New York, lunch in Rome. Such conques of space and time has become old stuff. Yet it is only 50 years sinc the Wright brothers managed to get their flying machine to sta up—and then for just 59 seconds, covering a distance of 852 fee And did you know that the whole procedure seemed so fantasti at the time that most newspapers discreetly omitted from their col umns any mention of it?

But it will be a different story at Kitty Hawk, North Carolina on December 17th of this year. On that day begins a four-da observance of the Golden Anniversary of Powered Flight, with chief ceremonies appropriately at near-by Kill Devil Hills wher the First Flight actually took place.

If possible, get there ahead of the ceremonies themselves scheduled to begin at 10:35 in the morning. On the splendid Wright Memorial Monument on the hill, a 60-foot pylon of gray granite, you can see a model of the Kitty Hawk, the plane in which man first found his wings—its entire length less than the wingspan of a present-day DC-6. At the base of the hill a granite boulder marks the very spot where the Wright's "flyer" left the ground. In addition, preparations (*Please turn to page* 319)

Dates and rates are changeable. Prospective tourists should confirm this information with travel agents, transportation companies, hotels



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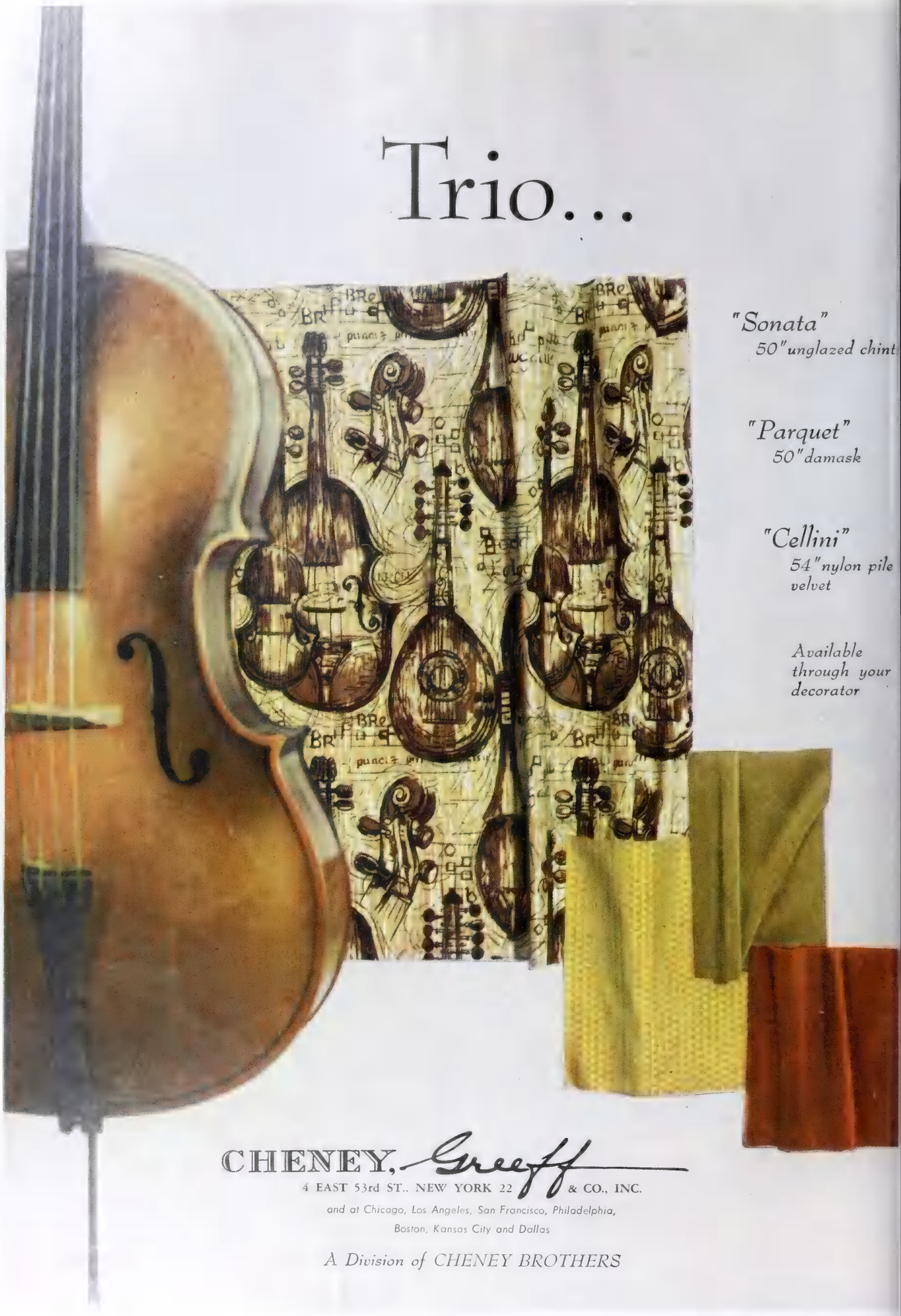
Place setting consisting of dinner, salad and butter plates, teacup and saucer $27.95



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House Beautiful's 1954
PACE SETTER HOUSE



"This Florida house aims at the highest goal to which architecture may aspire: organic architecture. Along this new but ancient way a home where the enlightened mind can flower, where people can develop their fullest potentials, is still a possibility."

Frank Lloyd Wright

FRANK LLOYD WRIGHT

This is The House Beautiful

By Elizabeth Gordon, Editor

I have seen many good houses. I have seen some great houses. And we have been showing them regularly. But this is the first time I have wanted to say to you, "This is it! This is The House Beautiful—our Pace Setter for 1954."

There is a good deal that is personal in my feelings, I readily admit. But it is my sincere belief that a good house is a personal house, and a great house is the most personal of all. A house separated from the people who live in it is as dead as a body separated from life. For a house at its finest is not a piece of sculpture or a composition in space. It is all this and much more. It is a home.

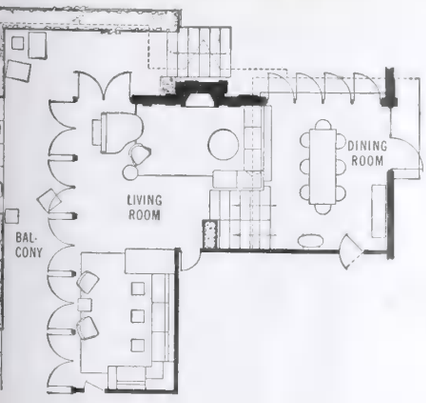
Of course one man's home may not be another's. No more than one family resembles or should resemble another. Some prefer a house built of wood; others, one built of native stone. I like them both. But one thing all houses that aspire toward architecture must have: a concern for human beings. All people have their humanity in common, however different their lives and tastes.

All people want romance, a sense of the poetic in the daily, prosaic life. People want to have faith in other people, and faith in themselves. It is too easy to sneer at their pursuit of the life beautiful. We do not. We try to help them in their pursuit by constantly pointing out that it takes the house beautiful for the life beautiful.

It is not enough to talk about the good life. We must spell it out in detail, show it (*Please turn to page* 221)







The richness of this dining room and living room comes, not from copying historical details, but from generous scale, rich materials lovingly used, and a mastery of modern methods. This kind of house offers a real home for one's possessions—whether old or new, modern or antique. Look at the whole house as an example of how it is possible to have the best of the past and the best of the present. To be free of dogma is the first step toward having the best of everything.

The change in level between dining and living room defines these areas, yet their openness makes each seem larger than it really is.

"The most desirable work of art
in modern times
is a beautiful living room
or, let's say, a beautiful
room to live in."

FRANK LLOYD WRIGHT
from *An Autobiography*





*right is reading corner of L-shaped liv-
room. Here is the center of adult rec-
ion: books, radio, record player—all
eniously yet handsomely built of ma-
any, designed as part of the structure.*

*t, built-in seat around fireplace also acts
semi-transparent screen between dining
living rooms. Piano corner shows
fourth wall of living room opens up
pletely, thanks to louvered doors.*

*ow, a general view of living room with
ing room at lower level, reading area at
it. Not since days of great Spanish
onial houses in the Caribbean have
pics seen this sort of quiet splendor.*







in pictures wherever it occurs, break it down into all its parts so people can fit the parts into their own efforts. The good life is no happy accident. It must be planned for and built for. And no one can build better than he knows how.

We feel it is our responsibility to tell people about the best that is now possible, so they can build the best we know how. That is why we publish a Pace Setter every year—a house that can set the pace for the progress toward a home of their own.

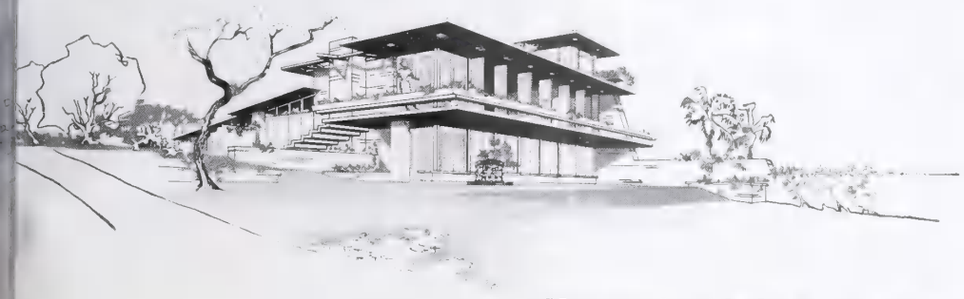
For a home is basic to the good life. It shapes our daily activities. It provides our daily repose. It fills us with beauty or despair. It gives us a sense of peace or a sense of constant struggle. It opens us to the heavens above and within, or it plunges us into frustration. All this is involved when you build a house and make a home. For your guidance and encouragement, we offer you The House Beautiful of 1954.

*To see the fourth wall of the living room,
please turn the page*





What this Pace Setter can mean to you



How to build the house you can't afford

After you read the story of how the Parkers built this Pace Setter out of scrap stone and steel and great spirit, you'll be encouraged to do the same. And who knows? Yours might be the Pace Setter of 1956!

How to integrate and unify your furnishings

Apartment-dweller or homeowner, there's a detailed lesson for you in words and pictures on how to give your home a custom-tailored look, where everything goes with everything else, as if it were made that way especially for you.

How to plan for yourself and for your children

There is a time and place to be with your children, and there is a time and should be a place to be separated from them. The Pace Setter shows you how to face up to the realities, as well as the pleasures, of life. How to have children and enjoy them—and enjoy yourself.

How to make a beautiful front door out of your garage

The front door is where you park your car. The sooner we recognize it, the sooner we'll do something about making it as beautiful as the courtyards for yesterday's horse carriages—which is exactly what has been done with the Pace Setter's arrival court.

How to get the good—not the bad—out of your climate

The Pace Setter laughs at the three tropical furies of sun, hurricane winds, and water. But it also is designed to invite the cooling breezes in the summer and the warming sun in the winter. It shows you how to arrive at the best of all possible worlds, right where you are.

How to practice perfection

Practice makes perfect, and the Pace Setter proves that if you exercise care in small things, they will add up to great distinction.

How to turn a poor site to good advantage

Frank Lloyd Wright advises to select a site no one else wants. This Pace Setter shows you how to make a difficult site into a private, personal and thoroughly glamorous estate.

Mrs. Alfred Parker

rowning Parker

anner

ller

ve. This picture shows bet- words why the Pace Setter ts new standards of beauty mfort for the American he dreamlike beauty of this oceanic landscape can be through a deep transitional verhangs and louvered blinds. feast on the view from the sses without being assaulted e, heat, or driving rain.

uine splendor of a room like es not from the old historic of gilt, mirrors, and carved s. It comes rather from fine onderful contrasts of tex- d color, rich patterns of asonry, polished terrazzo, hogany woodwork, sparkling of brass. Mostly it comes st knowing when to stop, o let well enough alone.

e details about the oom and dining room, page 274

By Joseph A. Barr

THE ARCHITECTURE OF HUMANISM

"There's a great glow in everyone," he had said.

As simply as that.

It startled me, although it was I who had kept insisting on our discussing "the architecture of humanism"—a fine, rolling phrase, but a rather vague one, I must admit. So, when he came out with, "There's a great glow in everyone," I knew he had expressed the idea in a nutshell and, incidentally, in words of pure poetry.



I felt he meant it and was not simply talking. I think you might get the same feeling, if you'll look across the page at the picture of the man who had phrased that remark, and his family, on the steps of the house he has just finished—our Pace Setter for 1954.

Of course each member of the Parker family, including Sans Souci (called Suzy), obviously trying to look like a noble Great Dane up there on the roof, knew that his or her picture was being taken. But I challenge anyone to pose four children and a dog, keep them still and keep them glowing, unless the glow is really there.

Look at Robin, farthest one on the right. His mother had told him to sit on his hands; they were too lively for photography. And Derek under his father's right arm. Derek's glow is turning inward—the price of adolescence. Bebe, the only girl as I write, and Bobo, the little boy with a more formal name, will have to speak for themselves.

Their father's name is Alfred Browning Parker. He was thirty-seven last month. He's the architect and builder of the house you've been looking at on these pages. He laid the stones against which he is leaning. He poured the concrete of the steps on which he is standing.

He is young, but far, very far, from being an amateur in architecture. He has both designed and with his own hands built, from the ground up into the light, seven houses. He has designed 125 others for various families and individuals. And he has made plans for 1,000 more, built on speculation. That's a total of roughly 10,000,000 dollars' worth of housing that he's been involved in since he started in 1945.

He's an architect, then, with a ten-fingered grasp on reality. He is representative of the genius (there is no other word) of America which is in our mechanics and our inventors, in William James and Thomas Edison, John Dewey and Henry Ford. It's in their finger tips more than on the edge of their tongues. Theirs is an acceptance of life as it is, a welcoming of its variety and confusion, an eagerness to take it into their hands and rework its substance.

All his young life Alfred Parker has been building. As a child he built forts out of rocks, carved caves out of snow, made model airplanes and small boats. As a young man he always tested the truth of an architectural theory by its practical consequences in a building. The test of a design, he discovered early, was not in the picture or the model or the drawing of it, but in the physical structure and how it works. Thus his houses are related to the people they serve, the land from which they rise, the materials from which they are constructed.

His understanding came from day to day practise. It came from direct contact with the concrete results of his thinking, from checking theories and conceptions against actuality and fact. In the home he has built and which we have called our Pace Setter, he graded the land, dug the foundations, placed the steel, made the forms, poured the concrete, laid the stone, sawed and planed and hammered the wood, designed and installed the built-in furniture. For three years he has worked four hours a day and many more hours on the week end, slowly erecting (*Please turn to page* 227)

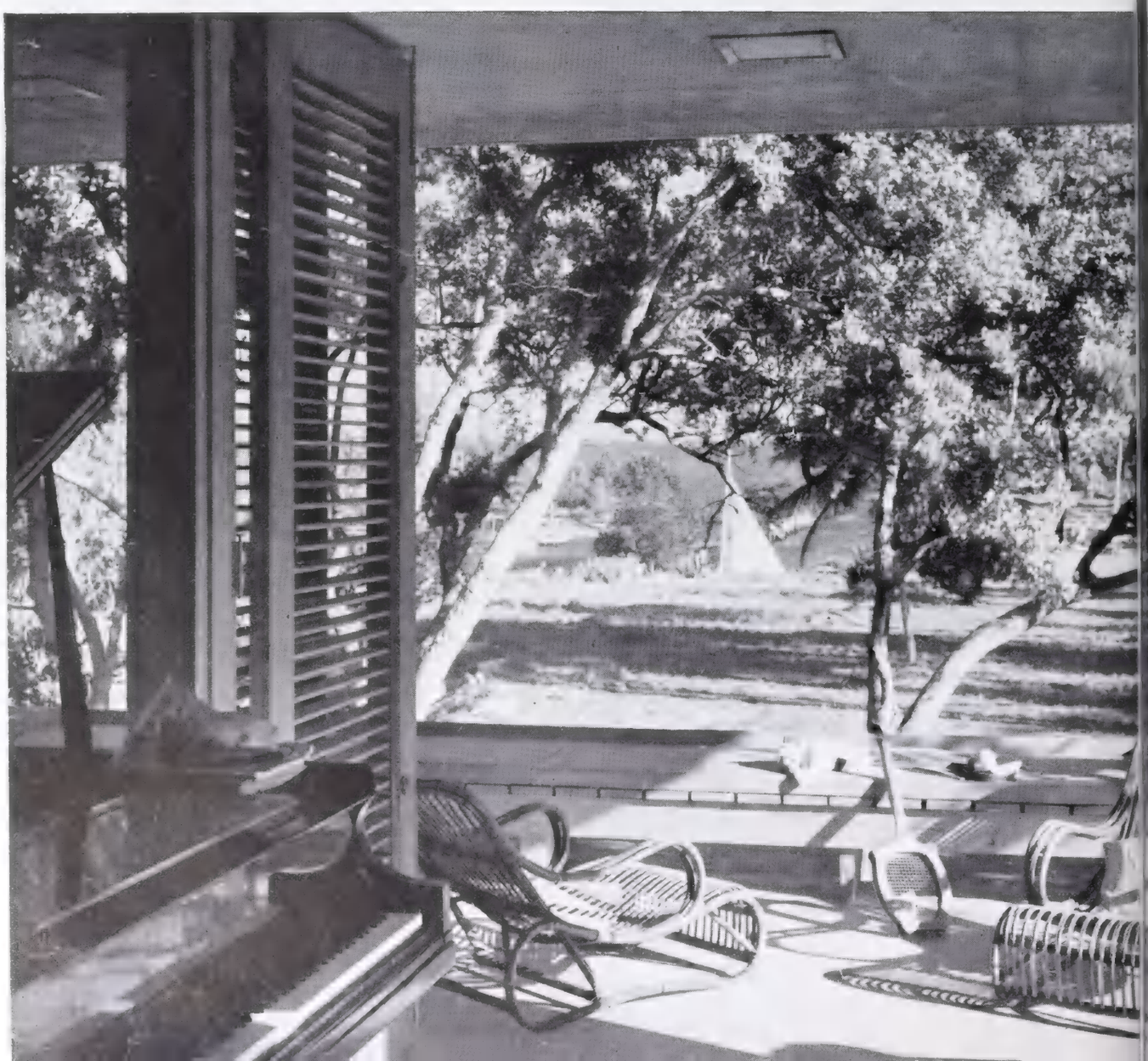


"Architecture is man's sense of himself embodied in a world of his own. As the man is, so will his buildings be."

FRANK LLOYD WRIGHT
from Modern Architecture



This house, the Pace Setter of 1954, is the expression of a man and his family. It has the gaiety and exuberance of creative work characterized by the joy of building a home for oneself and for one's children. It has the solidity and security of stone that has been handled with love and understanding. It has the comfort and stimulation of design that unites function and beauty in one structure. And it has the repose and recreation offered only by a house that is at peace with nature and growing things around us. It is what we mean by the architecture of humanism—building for individual man.



THE ARCHITECTURE OF HUMANISM

continued







For three years Architect Alfred Parker has been building his own home, cutting and laying stone upon stone, letting each one express its special personality. Throughout the house there is the same passion for the true nature of materials as felt by a man with a ten-fingered grasp on the realities of life.

the great house he now lives in. Ever since childhood he has been working this way with his hands, informing his mind with the experience of his senses.

Our architects of this spirit build like men who know the earth, who know the nature of wood and stone and people. They work from a fullness and richness of experience, and not from a dry-as-dust esthetics that has been refined to nothingness. They design with a sense of the variety of life, and not with the false sense of academic forms and proportions—false because such forms are lifeless in themselves and depriving of life in others.

The trouble with the intellectual purist is that he tends to reject —he tends to believe that there is only *one* novel, *one* poem, *one* style, *one* school of cooking that is worth while. His program—and here he's the same as the formalist or classicist in architecture—is to eliminate more and more until he's down to practically nothing (witness the well-known slogan of Mies van der Rohe, *beinahe nichts* or "almost nothing"). He then, of course, produces practically nothing.

"All architectural values are human values, or not valuable." Frank Lloyd Wright has written in *When Democracy Builds*. "Human values are always life-giving, never life-taking."

That's the heart of the architecture of humanism. It's architecture measured by man—what it does to him and for him, the life it encourages, the horizons it opens, the freedom it inspires, the beauty it creates, the awareness it arouses in man himself.

But all men speak of Man. The good architects and the not-so-good architects. The poets as well as the versifiers. The realists as much as the abstract artists. How does one ever know what kind of man is meant, in their philosophy, when their work is so clearly different?

I put the question to Mr. Parker. His answer was slow in coming.

"I don't think I can tell you," he said.

"How do you design a house for people?" I persisted.

"I don't design for 'people,' he said. "I design for clients, very particular clients, because they want a house that is theirs and not someone else's. I don't design a house *I* personally would like to live in. I design a house I would like to live in if I were *they*. I try to feel my way into their position and give them a house they want and need and can afford. I try to help them live the life *they* will enjoy. And there is no formula. It all starts with the individuals themselves—their habits, their values, their savings, and their dreams too. Dreams are part of them."

He became more fluent as he went on.

"I don't design for abstract people, but for real people," he said. "I don't think about Man, but about individuals, individuals like Walt Whitman—strutting down the road, beard blowing, four-square. That's what a human being is and that's what he's for. That's what appealed to Whitman and that's why I can understand him. He was a man who felt the pulse beating in everyone, who knew the dignity and integrity of each person, who knew the joy of life, of the earth, the sky, the men he ran into. That's what I think of (*Please turn to page* 326)

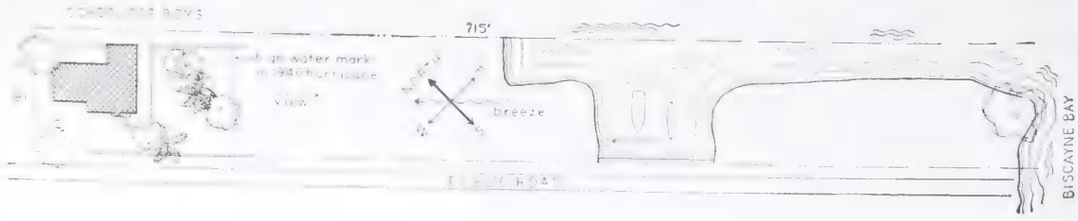
"Prescription for a Modern House:

"**First, a good site.** Pick one at the most difficult spot—pick a site no one wants—but pick one that has features making for character: trees, individuality, a fault of some kind in the realtor mind.

"That now means getting out of the city.

"Then, standing on that site, look about you so that you see what has charm. What is the reason you want to build there? Find out. Then build your house so that you may still look from where you stood upon all that charmed you and lose nothing of what you saw before the house was built, but see more. Architectural association accentuates the character of the landscape, if the architecture is right."

FRANK LLOYD WRIGHT
in a lecture, 1938



For the story of how the Pace Setter took advantage of the faults of its site, turn to page 354.



PACE SETTER

How to build the house you can't afford

The Parkers did it. They built a house that they couldn't afford, and we have called it our Pace Setter of 1954. It's a pace setter in many, many ways, but perhaps the most significant meaning it has for us is contained in the story of how it was built.

But, let's face it, isn't it true that for years you've been saying to yourself, "All it takes to build a Pace Setter is money, and until you have it there's not much point in talking or even thinking about it."

Well, you're wrong. And you should be happy to find out you're wrong.

The Pace Setter got down to earth about five years ago. The Parkers were a young couple in their very early thirties with four children and no more money than most couples their age. They were already living in their own house, begun by Mr. Parker while he was still in the navy—and built with his own hands, by the way. It cost him $1,218.61 in cash and 3½ years of spare time labor! (We published *that* one in March 1946. He uses it as his office now.) Complete story on page 316.

They needed a larger house (who doesn't?), but they couldn't afford to buy one or build one (who can?). All they had was enough money to buy the site for one. *So they went ahead and bought it.*

That's the first moral for us in their story. Don't wait until all the conditions are perfect before you set about building the house you want and need. Who would get married if everything had to be perfect? Or have a child? Or start a new business? Or want to be born?

So, if you have enough money to buy the land for your house, start looking for it *now*. You'll learn a lot about sites and site planning just by looking. You'll never learn anything by thinking about looking. Look for a plot with "disadvantages." A slope, a pit, rocky ground. You'll find it is cheaper and will give you a more interesting house when you finally build on it.

The site the Parkers bought was not ideal in the ordinary sense: It was long and narrow, and it had a public road on one side, a boy's school and swimming pool on the other. We tell the story of how they turned these handicaps into hidden blessings elsewhere in this magazine (page 352). If you haven't read it yet, it doesn't matter. You can see how well they came out by glancing at the photos on the right.

While you're looking at various lots, look at houses too. You will never have looked at houses the way you will when you *know* you're going to build one. Look at magazines. Clip them for ideas. But be careful that each idea doesn't contradict another. You can't have an open plan and a separate kitchen and dining room. Here's why you must depend on a good architect to integrate all the things you want, if possible, in a well-designed house.

The more you know, however, the better client you will be—and the better will be the house you get. Learn by looking and studying, looking and asking questions, looking and more looking. Parker is an architect who has learned by building and by looking at building. So can you. We were all builders once, when we were children, and we needn't lose the sense of it now that we are adults.

After the Parkers had the lot they could barely afford they started to build the house they couldn't. You might say they started building it simply by knowing they were going to. Knowing it. Alfred Parker began to see possibilities in things he might never have seen otherwise. When he heard about some cut coral stone that was going to be thrown into a pit and buried, he asked for it. He got it free, but he had to rent a truck and haul it to his lot. That took more work than money.

Parker also heard about some scrap steel columns that could be salvaged from a demolished building, and he asked for them. Now he had steel and stone and a plot. He had never built an all-masonry house before, but he thought through the problems and went ahead and built one. He had never laid cut-stone before, but he has now, and we've never seen handsomer stone-work. Have you?

Finally they had a roof over their heads and they moved in. They had built (*Please turn to page* 23

A new phase in architectural design is promised with this Pace Setter. It shows how a technologically modern building can also be enriched until it becomes a work of art, while being at the same time a fitting and proper solution to a family's living needs. It is the more remarkable because it achieved its success in spite of, or perhaps because of, salvaged building materials.



Unlike much modern architecture, this house has a firm grip on reality. It recognizes the people who live there, the climate, the materials of which it is made—their assets, their weaknesses. It is not a house rudely and unsympathetically imposed on nature. It fits itself to the site as though it had grown there, organically. The V-shaped concrete trellis is for vines.



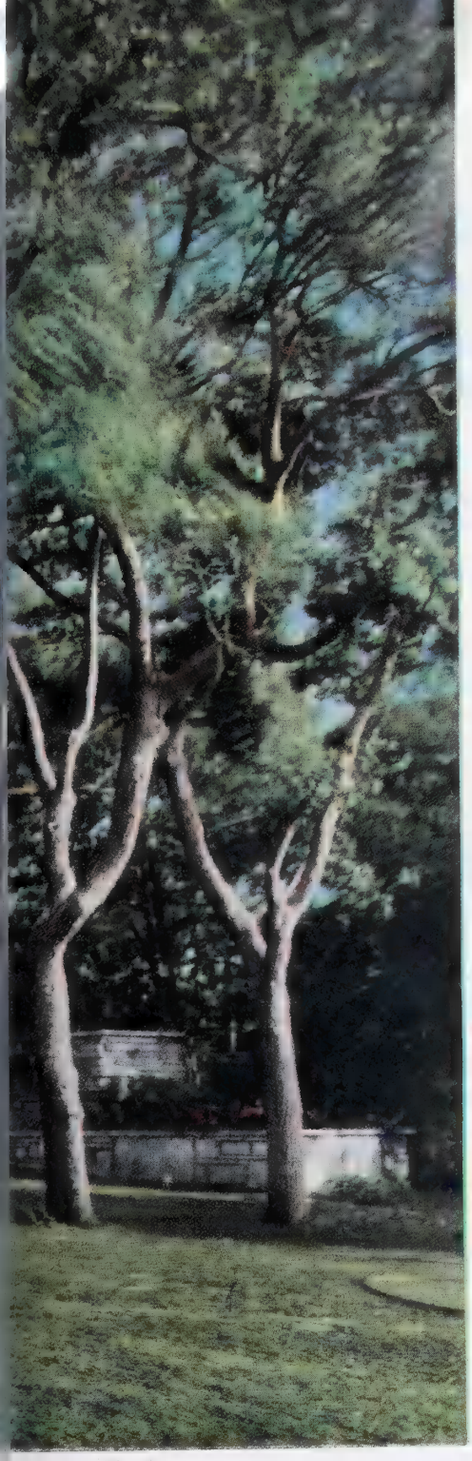
How the Pace Setter looks from the road. The richly textured coral stone wall gives a hint of the richness of the house beyond.

How to build the house you can't afford

continued

much more house than they could finish immediately. And that's another moral for us. Build big. Build as big as you can pay for now. Plan to finish it out of your income tomorrow. The Parkers had paid off their mortgage and barely finished the living room when we started photographing their house. They were finishing the room and garden on the roof while we were still photographing. And they're still working on the kitchen. (It will be a great kitchen. You'll see pictures of it in a future issue.)

Because they built the house they couldn't afford, they now have a house money couldn't buy—a house built with love and hope and care, a house (*Please turn to page* 299)



This is how a house for a hot, humid climate should look. The side toward the breeze should open up completely, turn the rooms into breezy loggias. Wide overhangs and balconies should keep off the sun and driving rains, and reduce sky glare for those indoors. Outdoor living should be up off the ground, away from insects and dampness, up in the breeze and the view. The house should cradle its occupants physically, while heightening their appreciation of life emotionally. For a good house, one that is good in every way, helps you to be truly alive, inspires a quickened awareness of life's possibilities.



is house truly sets w standards for beauty d comfort for the Amer- n South. Life up on e cantilevered balcony relaxed and easy. No in or sun can harm the razzo floor or the rail- g (which alternates tween being seat and a anting box). When the rsiannas are opened, extra ten feet of bal- ny becomes part of e living room.



What you see as you drive up under the roof of the carport. Here is the beauty, charm, and dignity of an Old World co

A whole new language in sub-tropic garden design is promised by the design of this arrival court. Built of salvaged stones, the wall and curved stairs to the roof have the rich interest of fine sculpture.





PACE SETTER

The Arrival Court

The Pace Setter faces up to a salient fact of today: the front door is where you park your car. So the indispensable auto has a court of arrival fit for the great horse carriages of the past

u might recall the sweeping, formal approach to canopied front door that once characterized the ons of yesterday. You probably regret its passing. the front of a house became its back, and the eplaced the horse-drawn carriage.

now the Pace Setter has solved that problem vo others with a new high in a new kind of arrival First, this court has all the stately grandeur of r courtyards, and yet, second, it offers a quick, ed entrance into the house from where visitors heir cars. Third, it is thoroughly convenient and nt for making deliveries to the kitchen, which is ed by going through the carport and turning diately to the right.

th its handsomely designed driveway, its walls ming beauty, and its splendid gardens, the acces- Pace Setter is not an occasional, but rather a pleasure that rivals anything the great houses o show in the not-so-good old days.

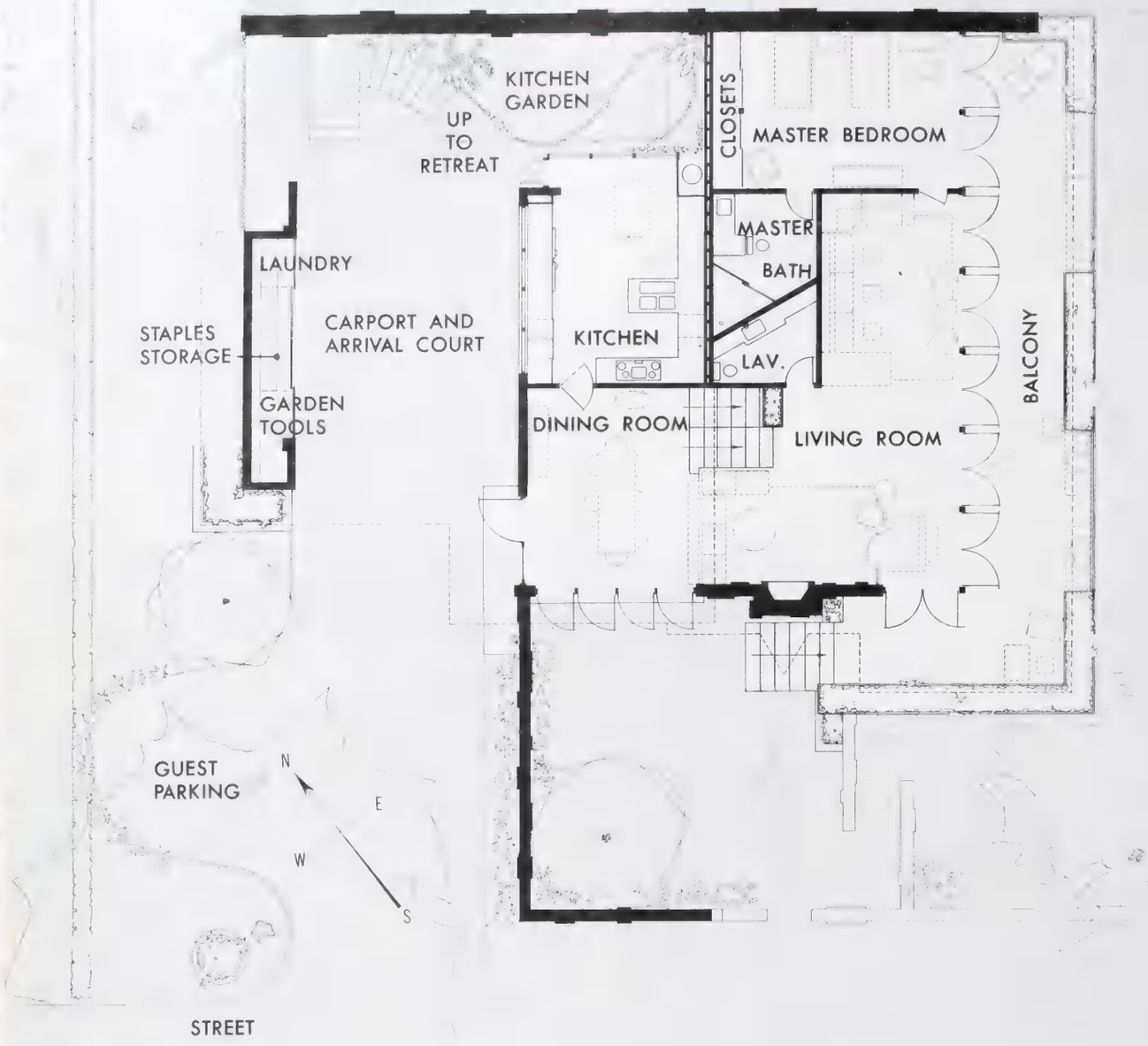




Dining room doors (above) are usually used as the "front doors." Deliveries are made through the kitchen door, reached by going through the carport, and the kitchen garden (shown opposite).

How the arrival court looks from the street. There is off-the-street parking for five cars. Additional cars can park on grassy strips alongside street. Note how stairs lead to roof (opposite page).

For the garden story of this house turn to page 290.



Living, dining, a levels *are the core level plan. Kitchen room are on the e halfway between ch and living-room lev plan for family pea regates adult activit dren's bedrooms. A parts of housekeepin carport and arrival c has a 30-ft. storage w a complete laundry, of locked storage fo ples, and a section fo den tools and vari*

The Anatomy of a Pace Setter

The soundness of this plan is evident in the way it adapts itself to a sloping lot, and, in so doing, achieves numerous esthetic and functional benefits.

You could call it a "split-level" house, a currently popular but so often misused way of disposing of the space in a house. This one is split for the valid reason of a change of grade. The split produces four benefits. It gets half of the living areas up in the air to catch more breeze, an old Florida custom recently forgotten. It lets the living room and master bedroom have positive cross ventilation, by permitting a line of clerestory glass louvers across the full length of the leeward side of the house. It achieves a dramatic visual relation between the dining room and living room. And it allows for a good separation of the adult life of the family from the children's lower floor. It is a plan for family peace, for the youngest of the four *(Please turn to page 331)*

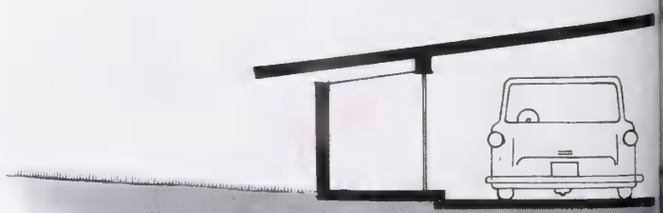
Enclosed living space

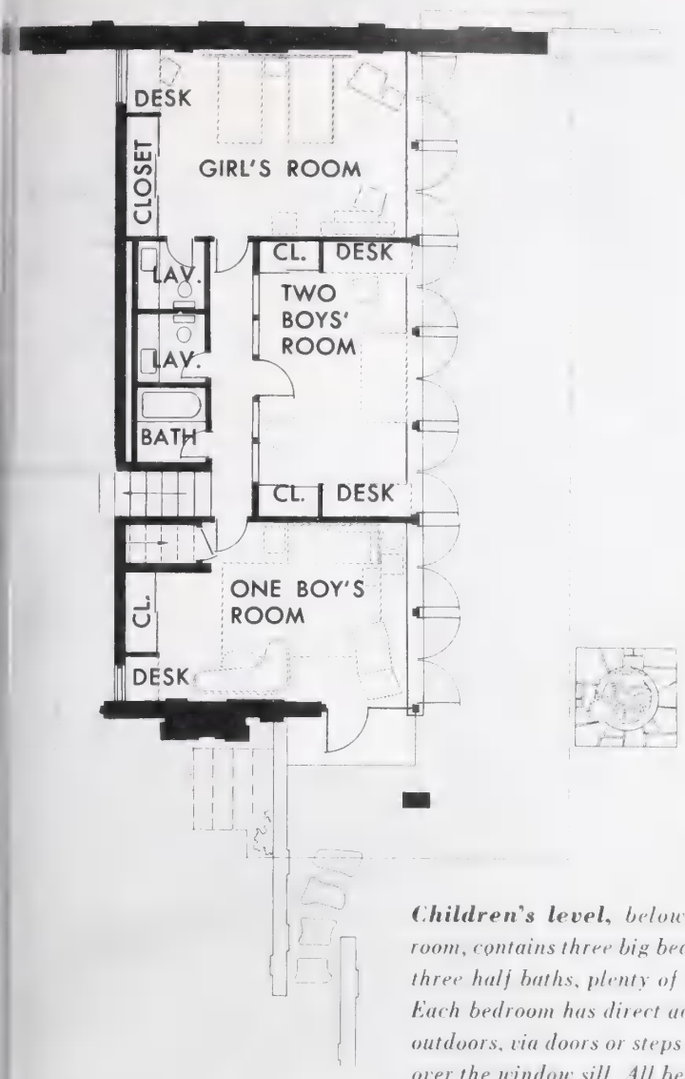
(including retreat on

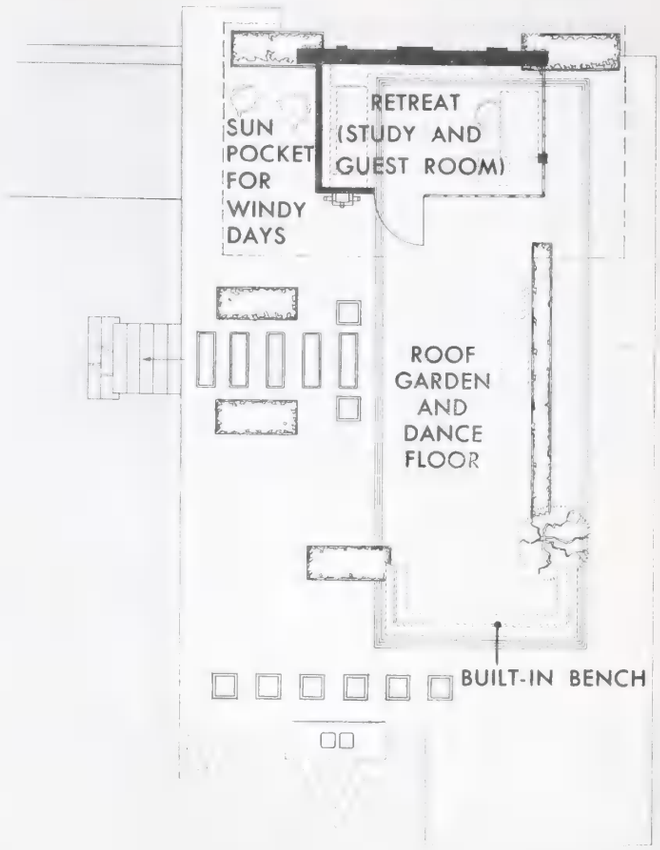
Outdoor living areas

(surfaced with tile or

Carport and storage

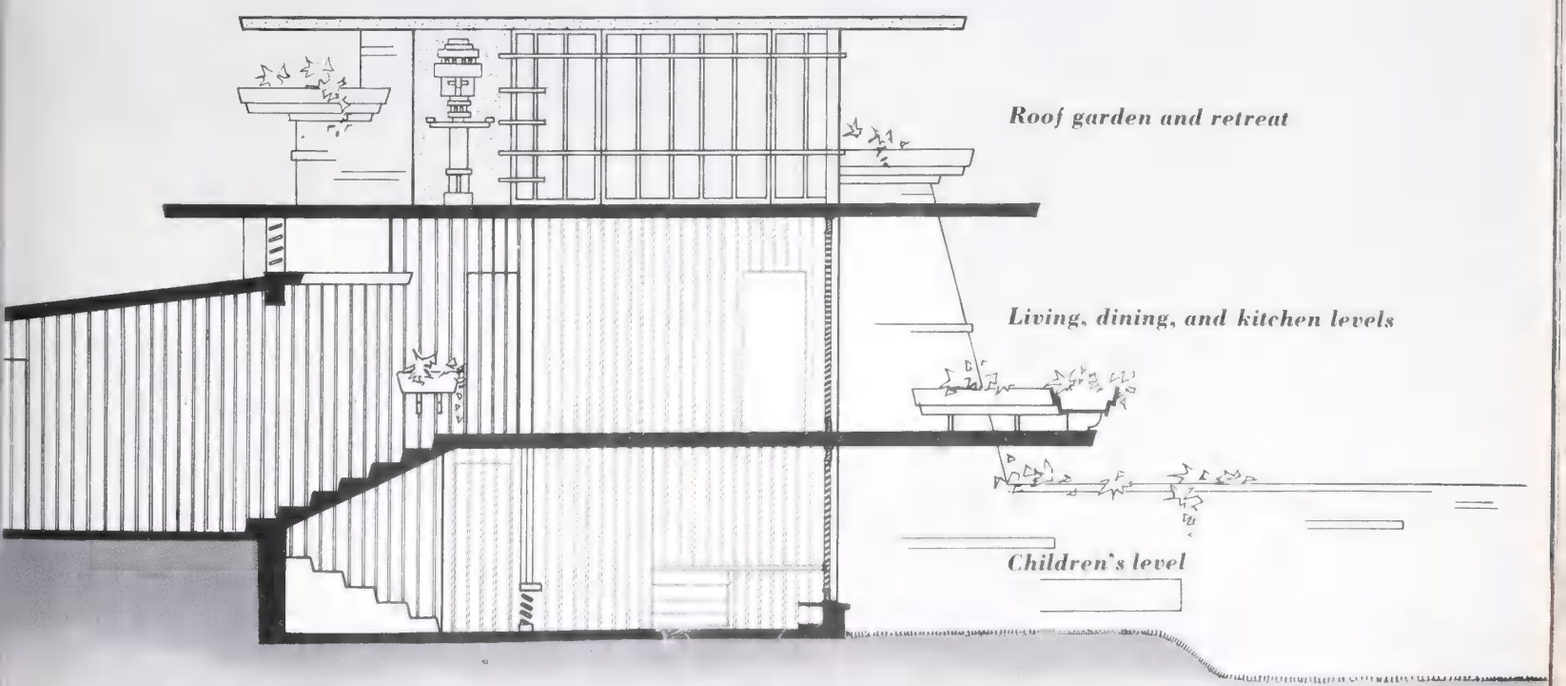






Children's level, *below living room, contains three big bedrooms, three half baths, plenty of closets. Each bedroom has direct access to outdoors, via doors or steps up and over the window sill. All bedrooms have cross ventilation. Even the middle bedroom has cross ventilation, thanks to louvers in the hall partition, which lets air through to sweep up the stair well, which it does with gusto. This floor lets children live a life of their own, where, how, and when they want to.*

Roof garden and air-conditioned retreat *are above living room and master bedroom. This area is reached by walking up curving steps in arrival court, then up shed roof (which is a white concrete slab), and finally up seven wooden steps to top roof. It is paved in white tile to serve as reflective insulation and as a dance floor for parties. Room is used as a study, guest room, and private retreat. It also creates windbreak-sunpocket.*



The structure of a house can be the physical struc
a good domestic life. It can broaden the space fa
yet simplify the task of housekeeping. Its beauty
manent when in the nature and integrity of its m

The Structure of a Pace Setter

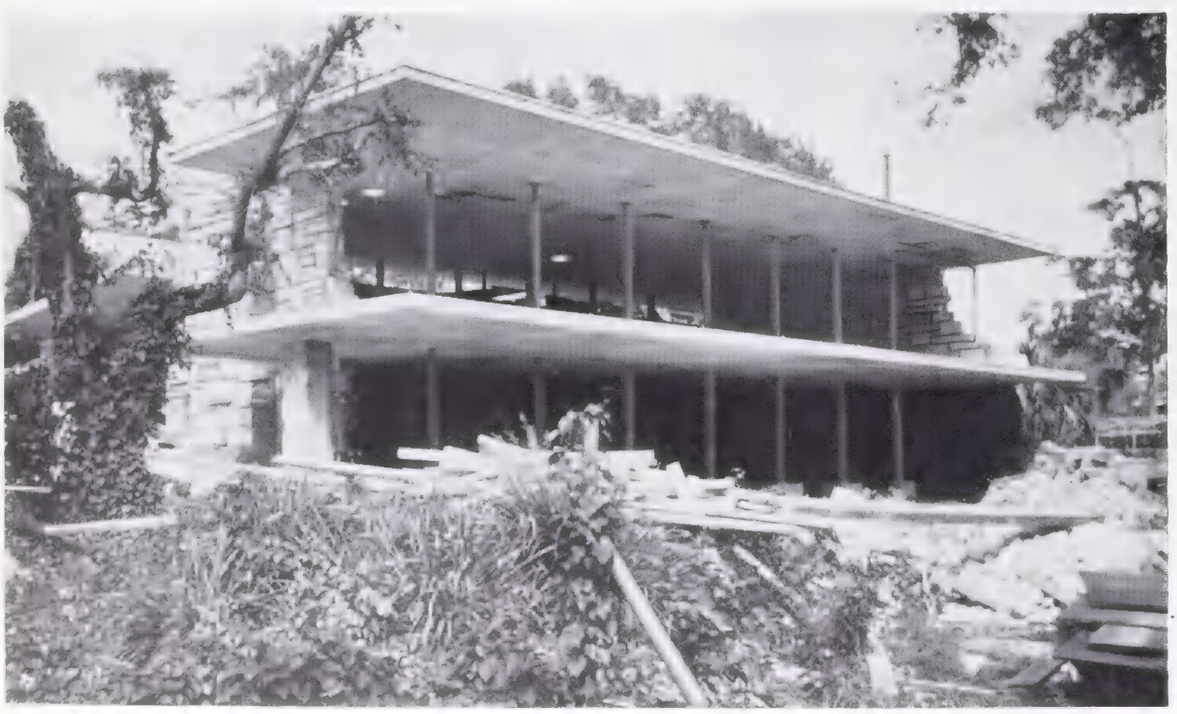
By John D. Hill

When you look at the Pace Setter, you instinctively honesty and health of its structure. Construction Materials are naturally and honestly used. Forms are Space is not contained but extended. There are no fe stylistic fads.

There is health here—the eye sees it and the mind k There is a sense of security in all the openness. There i without confinement. Strength without brutality. Every line of beauty and necessity.

You see how the great slabs are held up and you are c by the knowledge. You see how the house is bound, keyed, tified. Here is richness and simplicity. The one gives us the other a sense of order, together with a feeling of rep

There is an unexpected richness in the simplicity of t Setter, as you can see for yourself by comparing the picture below with a picture of the completed house on p



This photograph of work in progress indicates the fundamental simplicity of the Pace Setter's structure, two poured concrete slabs supported by seven steel columns and anchored at both ends by walls of stone. Out of this simplicity, however, came great richness and variety, unexpected to the layman, but known to those architects who combine the best of the engineer and the artist.

It is somewhat increc the layman) that so m mance and livability ca from such simple structu concrete slabs, seven s umns, and two walls of s It is a tribute to our be tects that they can thus c without strain, the fine niques of the engineer wi veloped understanding o need for comfort and del

Actually the engineer designer are two sides same man, namely the g chitect. To separate one f other would be as meanin to separate the mind fr brain, although there ar modern architects who thi job is to dream up someth a glass box, and the engi make it livable. So they not for living, but for publicity, and are more dilettan architect in the houses they are responsible for.

That a true architect is both artist and engineer is rea parent in analyzing the structure of the house before us. to its conception of structure as a vehicle for life and p there are open spaces and deep, sheltered spaces; sunli

pools of shade; areas for adults and for children—
and separate; rooms for a life of family communion
life of personal privacy, for wholehearted participation
and for withdrawal and inner solitude.

of this is due to the simple slabs. They are the result of
poured into plywood forms which are removed after the
has hardened. They are strengthened by four layers of
ng steel rods, fixed within the concrete. They are sup-
steel columns and anchored at their ends by the stone
ey are cantilevered slabs, which means here that they
om eight to ten feet beyond their supports, as a tray
eyond the balancing hand of the waiter who carries it.
bs give a sense of depth. They offer eloquent and highly
l contrast to the flat, rectangular forms of the window-
ing the bay. By employing and exploiting their pos-
in this house, the box that is ordinary architecture is
once and for all. For the slabs take the eye out of
s toward the distant skyline. They give a sense of
ess and also the reality of spaciousness, because they
walls of living space up to the very edge of the bal-
ch becomes part of the (*Please turn to page* 349)

levered concrete slabs are reinforced by four layers of steel and around which the concrete has been poured. The tied together and welded to the steel columns supporting They illustrate the complexity behind simplicity.



e can readily see the principle of the cantilever. Note how columns hold the slab, like the arm of a waiter carrying a thus eliminate two bearing walls. The far ends of slabs are and further supported by the fireplace wall.





In the tradition of American thought

John Burroughs wrote the words below in 1886, but they apply directly to the Pace Setter of 1954. They are taken from "The Naturalization of the House," recently republished in Lewis Mumford's "Roots of Contemporary American Architecture"

By JOHN BURROUGHS

One of the greatest pleasures of life is to build a house for one's self. There is a peculiar satisfaction even in planting a tree from which you hope to eat the fruit or in the shade of which you hope to repose. But how much greater the pleasure in planting the roof-tree, the tree that bears the golden apples of home and hospitality, and under the protection of which you hope to pass the remainder of your days. . . .

Unless one builds with modesty and simplicity, and with a due regard to the fitness of things, his house will always be a wound, an object of offense upon the fair face of the landscape. Indeed, to build a house that shall not offend the wise eye, that shall not put Nature and all her gentle divinities to shame, is the great problem. In such matters, not to displease the eye is to please the heart. . . .

Probably the most that is to be aimed at in doing domestic architecture is negative beauty, a condition of things which invites or suggests beauty to those who are capable of the sentiment, because a house, truly viewed, is but a setting, a background, and is not to be pushed to the front and made much of for its own sake. It is for shelter, for comfort, for health and hospitality, to eat in and sleep in, to be born in and (*Continued on page* 356)



The Pace Setter laughs at the 3 Furi

With this house, domestic Florida architecture comes of age. For it solves realistically the pressing problems of tropical life: mould, dampness, intense sun, high temperature, hurricanes, insects, termites, wind, and cruel glare

Florida has seen a lot of building in the last fifteen years and most of it has paid scant attention to the problems of tropical life.

Florida and California are about the same age architecturally. And both have had the same experiences of fumbling around with a succession of imported styles—Spanish, Mexican, Modernistic. California came out of its tailspin a decade ago, thanks to the pioneering designs of the Greene Brothers, Harwell Harris, and the early work of William Wurster. An indigenous architecture, suited to the climate and the people, began to emerge.

With this house, domestic Florida architecture now comes of age. For here is a house which in general plan and profile discards the widespread but unworkable Florida clichés: the unshaded windows and (*Please turn to page* 230)



hite reflective roof. *The flat roof is covered with white ceramic aking it a glamorous dance floor but also insulating the rooms from the transmission of the high solar heat of the sun. After was laid on concrete roof slab, comfort levels in rooms below ed 10 degrees lower, and rooms cooled off earlier in the evening. g roof is painted with special white paint that bonds easily to crete. This is same principle that makes airlines paint the upper their planes with white paint to make it cooler inside.*

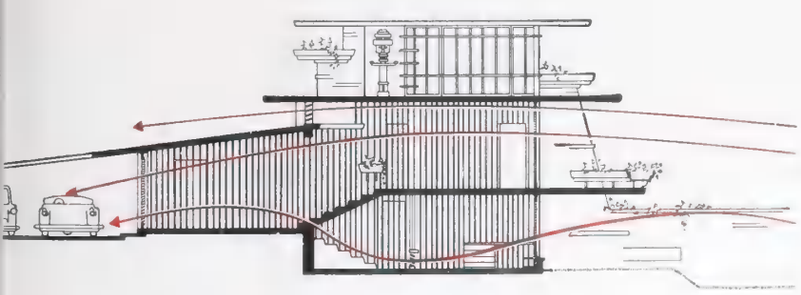




The wall that opens up completely. *Throughout Caribbean area the wood jalousied opening has standard acceptance for the very good reason that it gives both weather and light control. The entire side of the Pace Setter facing Biscayne Bay and the Trade Winds is equipped with these wooden jalousies, called persianas in Cuba where they are made. They hinge (and act) like doors or casement windows. In addition the slats take many positions in admitting light and air. They have interchangeable glass storm sash and insect screens. In a "blow" slats blow shut, rather than open. They are made of mahogany, a stable wood which neither shrinks nor swells.*

n, Wind, and Water

By James Marston Fitch



The blow-through plan. *The ideal house for the passage of breeze is one room wide, though not the most economical to build. Six of the seven rooms below the roof garden have cross ventilation, thanks to the clever split-level arrangement, high louvers on the lee-side rooms, louvers on the interior walls, and no partitions between living and dining.*

lets for the breeze. *It is well known that breeze t enter an opening unless there is another and enough one for it to exit. Pace Setter house has uate openings on lee side to lure winds through.*

The air conditioned room. *It is seldom possible to plan a house so that every room is equally well oriented. The Pace Setter has two rooms which are not as favorably disposed to the breeze as the other six. So these two have summer air conditioning. This is in the penthouse. The other is the kitchen.*



The Master Bedroom and Bath

A sanctuary for adults, a place for withdrawal and renewal, the Pace Setter's master bedroom is a private world for parents with a beauty and comfort all its own. Here is where the strain of daily stress can be nightly reduced and lightly dismissed

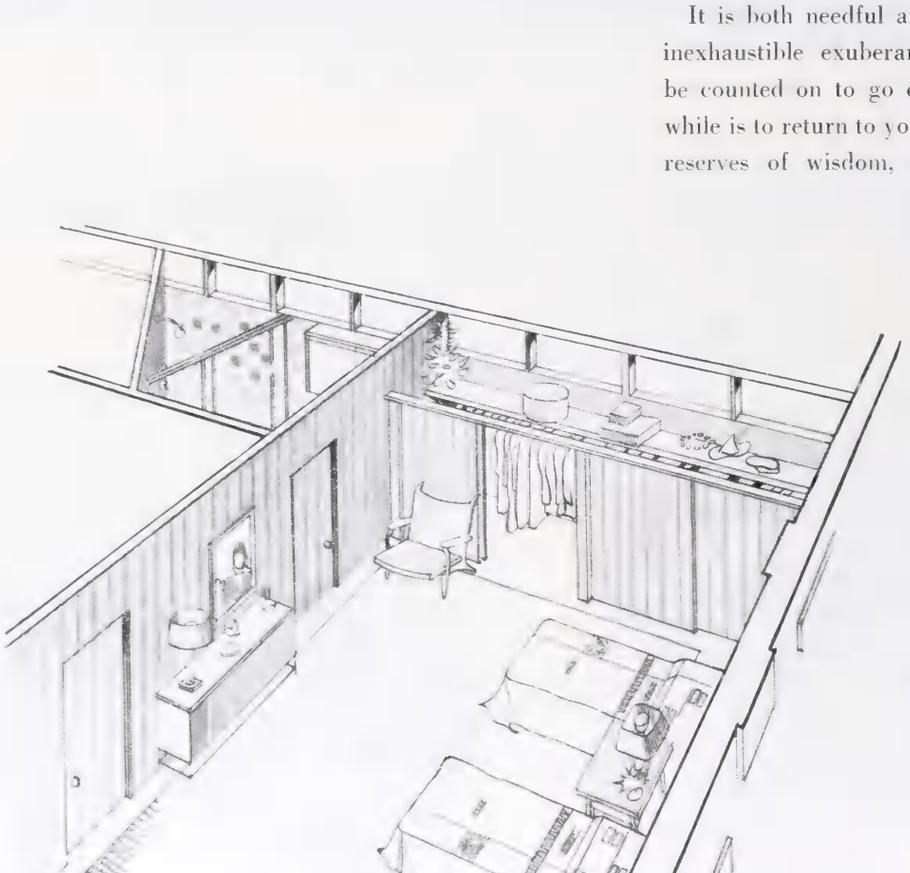
By Laura Tanner

There is a time and a place for the whole family t together. And there should be a time and a place for member to be alone, or to be in groups, husband and brothers and sisters—adults and children, separately.

There is a time for activity and a time for repose: o impossible without the other. There is a time for plu yourself into the life around you. And there is a time withdrawal and renewal. If the place for the first is the li room, certainly the place for the second is the bedroom. house designed for normal family life.

Such is the case in the Pace Setter. When it was built, youngest child was already five, so it was not as neces for the parents' bedroom to be close to the children's, isolated from them, but central to the house and so in co of any situation that might arise.

It is both needful and blissful to shut out for a while inexhaustible exuberance of young children which ca be counted on to go down with the sun. To be apart f while is to return to your children and your world with gre reserves of wisdom, patience, (*Please turn to page 2*



This is a room for retirement, private pleasure and repose. It i dead-end room—not passed by tra going somewhere else. Great sl tered window-doors open on a bre fanned deck where one can re watch sail boats, or idly muse. Cle story windows in wall opposite all prevailing winds to blow throu room and even ventilate closets. N adjoining bath (far upper left sketch) also door to living room wall (lower left).





The Master Bedroom and Bath *continued*

and self. Location of the master bedroom is then of prime importance.

The capacity for calmness, key to sensible parenthood and also successful activity, comes out of the possibility of complete rest and nightly recreation. Inner harmony and a sense of ease are often the result of purely physical factors, and the wise man plans with this commonsensical but vastly important consideration in mind. Such is the story of not only the Pace Setter's master bedroom but of everything in the house both structural and decorative.

An airy height above the ground, the freshness of morning sweeps through the wide-flung doors that can be shut against the noonday brilliance when shade is required. (*Please turn to page* 286)

Of no period except now, this is a room of lovely things and free taste, from the Mexican 16th-century wood carvings over the early Spanish table to the ancestor portrait above a smooth, travertine-topped contemporary chest. Chairs are from Sweden and Paoli, Pa. Brass lamp is Finnish, the ceramic one on Jacobean table between cane headboard beds is Italian design; bronze column is 18th-century English.

Coverlets of hand-woven India silk tweed, embroidered by Mrs. Parker, copy design of masonry and brain coral. See embroidery story on page 263. Percale sheets and dust ruffle are machine stitched to take machine washing.









Dominant decorative note is ha some chest (left) with its o shelves and wide top for arran ments of local Chinese fan p berries and "Confederate ros Wall heater-fan tempers Janu chill or summer humidity. Perso izing touch adorns bathtowels: c nille yarn couched on bathtow recalling the curlicues in br coral rock, one of the embroid motifs occurring all through house. All-nylon mesh curta soften sun glare.

Mahogany chest, designed by Al Parker and custom-made, is suspended from wall. Hung from wall with air space at rear, it has air flow around it. Its six over-large drawers house lingerie, a man's small clothes, all near at hand after bathing. Recessed cane panels serve as finger-grips, also help ventilate drawers, a must in Florida.



Big lavatory counter (right) is set with decorative ceramic tiles, a nice foil against plain wall tile. Above it, double cabinet stores the many bottles and necessary toiletries that quickly tend to overflow their allotted space. Cabinet is open at top to prevent mustiness, the insidious Florida foe of closed places.

The Master Bathroom

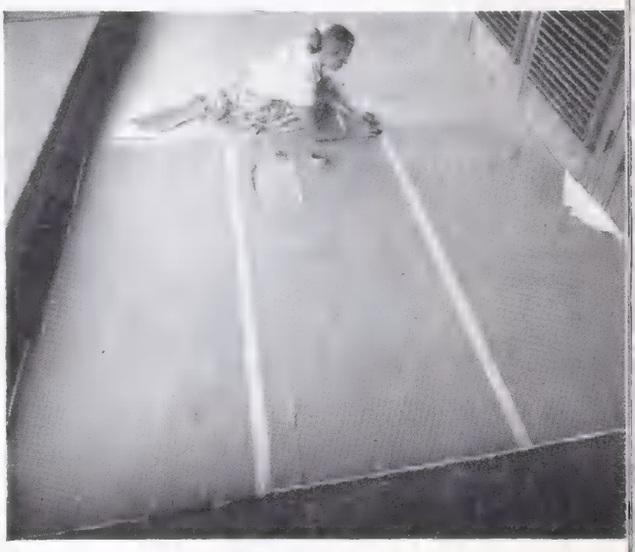
As it should be, the master bathroom is an integral part of the master bedroom. Its nearness, its size, its physical attractiveness, all contribute to conjugal harmony. Mrs. Parker wanted a large bath, one all of a piece, not divided into cubicles like the children's baths. So it is large and roomy enough to avoid traffic problems when two are trying to dress. There is space for air flow circulated through high windows, or helped in breathless weather by the wall fan. There is little danger of clouds of claustrophobic steaminess developing here, even after a succession of showers.

This constant showering calls for practical floor covering. Cotton carpeting, fitted wall to wall for a luxury look, is laid in 36-inch strips, joined by masking tape, and sized for the automatic washer. If a section gets soiled or sodden, it is whisked up, washed, dried, dropped back in place and re-taped in a matter of a few hours. Hardly more trouble than washing the bath towels, yet its cool whiteness is rewarding. Bobo, the youngest, has been found here after a surreptitious shower, curled up asleep, having succumbed in happy abandon to the velvety lushness before he could dash back to his own room. Endorsement enough that it does something to the senses.

For further details about this bathroom, turn to page 289



White carpeting is practical because it is in small pieces, held together with "Mystik" tape. Seams are scarcely discernible.



Cotton carpet, cut and fitted, is taped upside down on deck for smoothness. Strips only 36" x 62" go in washer and dryer.



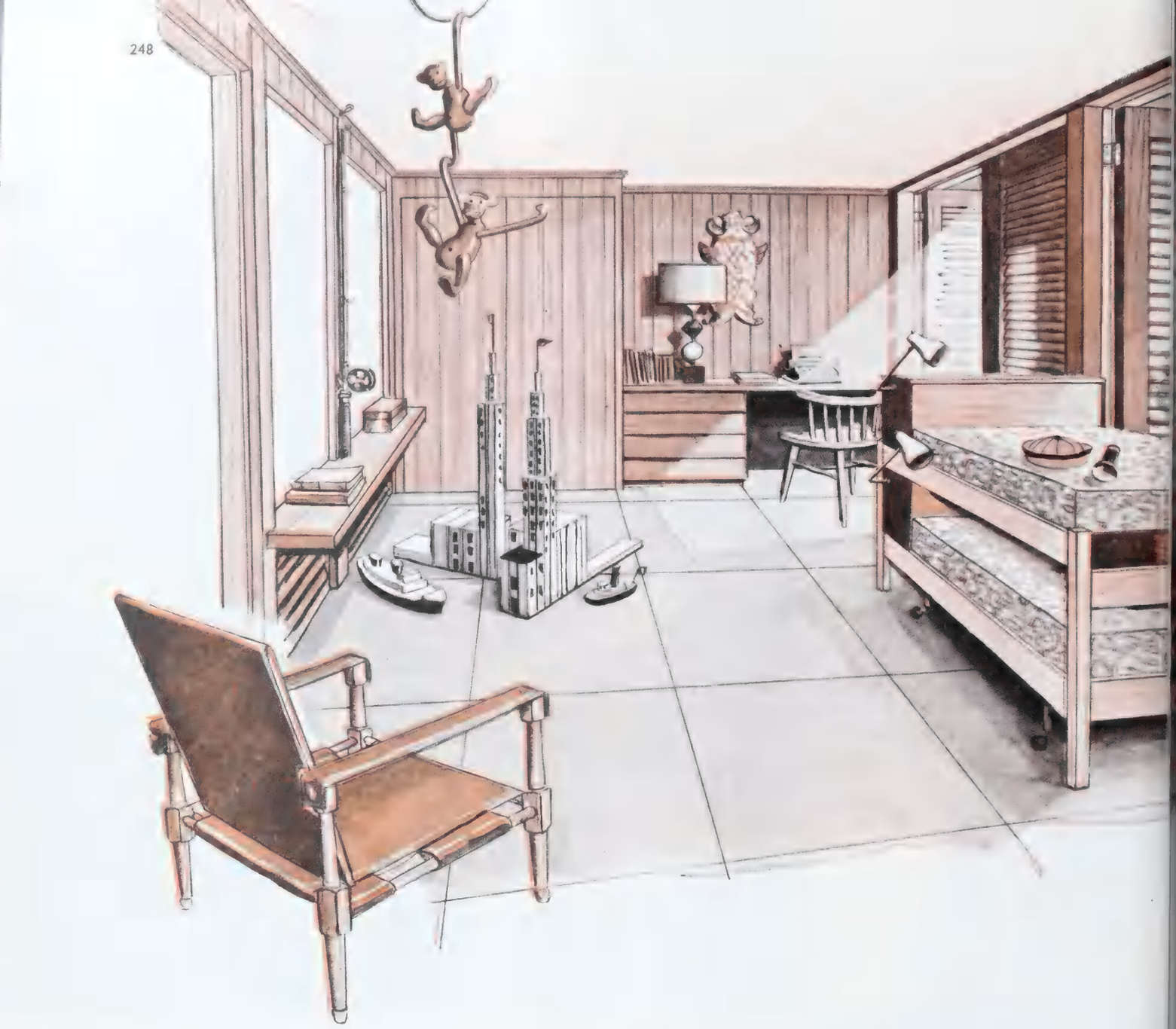
Parker needs to stock these cabinets only al times a year. She is never caught short. y supplies are always near, yet out of sight.

how snugly the carpet fits around the toilet Edges need no binding because of neoe backing, which also grips the floor.





Note on floor plan how wedge-shaped shower utilizes awkward corner, turning it into asset. Shape permits free wheeling, is open overhead. Note skylight panel.



A care-free room for carefree boys



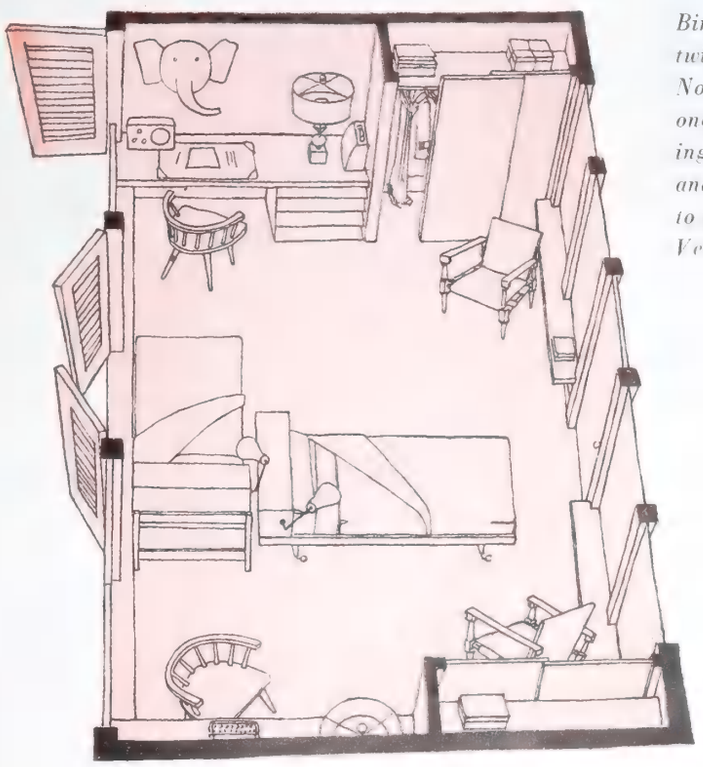
The Pace Setter faces up to the perpetual problem of boys acting like boys. Robin and Bobo have a shock-proof room now for free, untrammeled living, yet one with basic good qualities for later refinement

Room, opposite, gives boys all they need for indoor living without once imposing nagging responsibility on them to be "careful." Everything is provided in pairs from wardrobes to chairs, yet each may completely express individuality

Robin and Bobo, the boys who live in the room opposite, would far rather bed down in a packing box on a pile of shavings. At their age a room and its furnishings are of slight importance. Their older brother and sister, having graduated from this tumbling-puppy state, have their own rooms furnished in grown-up style, with things which may well be heirlooms for their children. (These rooms will appear in detail in later issues.) For these two rascals, the problem is to get them indoors at all. Their room is stripped of all but the essentials for giving them good sleep, for housing clothes and treasures, for indoor play.

To open space for play, their sturdy, maple beds are stacked in front of the windows, two beds occupying the space of one. Each child has his own wardrobe, desk, and chest—all built-in. The deliciousness of coming wet from shower or sea into their room is still strong with them, so there is no carpet to treat tenderly. Bed covers take climbing over, are of puckered cotton that washes like a pair of jeans and needs no ironing. Pillows store in chests at the head of the beds. Each bed has its own adjustable light.

The room is fully ventilated with a wall of persianas, with louvered vents under frosted glass panels on the opposite wall. Glass panels light the passageway that leads to baths and other bedrooms.



Bird's-eye view of total room explains the twin arrangement of closets, desks, chests. Note how trundle bed, same size as top one, can be rolled wherever wanted for sleeping. Door in center, right, opens to corridor and baths. Door-windows give free access to outdoors without entering adult quarters. Ventilation of this room fully given on page 240.

For list of furnishings, please see page 333

How to practice perfection

PACE SETTER

Perfection comes from the infinite capacity to take pain with every detail, so all your possessions are appropriat to their use, pleasing to the eye, and relate to each other Here we give you four examples of such perfectio

By Frances Hear



Perfection in small things is as important as perfection in big things. Drawers in the serving shelf in the dining room are correct size for flat, unfolded mats. Sides of drawers were pierced so they can be used as trays.

Perfection is compounded of such little things tha most people think they can be skipped or ignored But, in truth, the smallest details of your daily living ar as crucial to the beauty and quality of your life as the bi things. Nothing is so unimportant that it doesn't affec something else—either in looks, or performance, or both

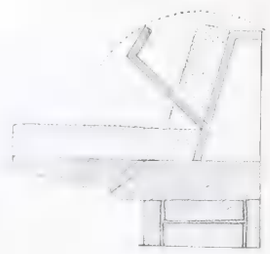
This Pace Setter illustrates this kind of perfection t an unusually high degree. Study every detail and yo can learn several principles to help you with your ow decorating and building.

What were the principles that make the furnishings o this house so perfect?

Every object considered for use was judged by how i would compose with the structure. The stonework was s strong and interesting, and revealed itself so frequently on the inner walls, it was decided that the masonry would be the hub around which all choices about form color, or texture would revolve. As a result, the direction of the decorating began immediately to take on a definite focus, even before a single shopping trip.

If the stonework was to "get the play," and be made much of, several big decisions were automatically settled. It was clear that almost no pattern was wanted in fabrics or floor coverings, since nothing must compete for attention with the stone. It also meant that the colors to be introduced by the furnishings should try to bring out the warm browns and beiges that occurred at random throughout the predominantly gray stones. Because the stone masonry (*Please turn to page* 344)



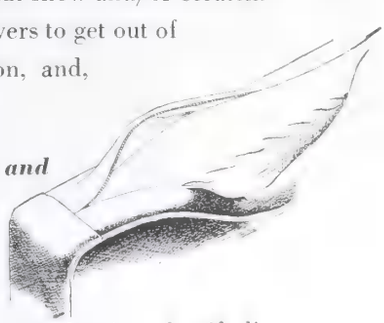


A high fidelity music system was integrated into the built-in seating of the living room. The woodwork of the seating became the housing for the electronic components. Base of seat was left uncushioned, to become table top. Inclined back of seating was hinged so space behind could be used for record storage. (See cross section above.) Thus, several problems were solved in one move: seating, record storage, built-in music became an integrated whole. Loud speaker has fine acoustics, is high on wall at right, is two-directional, and serves living room and master bedroom.

The perfect slip cover and how to make it

A slip cover can be a wonderful convenience, or it can be an abomination. Every small detail of how they are made is important to their trim, tailored appearance, their washability, ironability, and their squirm-proof characteristics.

To make a better slip cover, you must analyze what is the matter with existing ones so you avoid the same mistakes. HOUSE BEAUTIFUL tried to correct four weaknesses in current slip-covering methods: weltings that shrink (even though fabric doesn't), boxings that are hard to iron, zippers that show and/or scratch, and slippage that causes covers to get out of alignment with the cushion, and, therefore messy-looking.



How to prevent slipping and end constant grooming

Sew the foam rubber cushions into a covering of rough muslin. This reduces slipping, for if slip cover is also a rough fabric, two rough fabrics do not slide well against each other. It works, for muslin adheres to outside fabric and stops twisting of slip cover. To do this, we first taped edges of rubber cushions with masking tape to give something to sew (*Please turn to page* 343)



Built-in seats are well scaled for human figure, have good back pitch, heel space, and elbow height.



PACE SETTER

The Chair — *flower of modern design*



Flowing, graceful lines are beautifully combined with comfort in this lounge chair, by Heritage-Henredon.



One reason for flowering of modern chair is tendency for many artists today to turn their talents toward its design, as in this chair made by Sculptor Wharton Esherick.

Assembled under the roof of the Pace S is one of the finest collections of today's ma pieces we have ever seen. They are not mu pieces, however, but *chairs* in active and daily

In all the ground of dispute between school and that over what is good design, is one small area of agreement. Everyone s to be in accord that the chair is the flowe modern design. There is only a differenc opinion as to *why* this should be so.

Since all people, whether builders, ren married or single, can buy chairs and so hav least that much chance to participate in the ad ture of contemporary craftsmanship, we tho we'd pay tribute to the modern chair, as we l wanted to for some time, and express our opi on why it has flowered as it has.

First of all, we think there is no single rea but rather a combination of many—some n important than others. We'll list them and later discuss each in detail:

1. Chairs are being designed to look g from all sides and all angles. (*Turn to page 3*





radition of Danish cabinet work,
r's chairs (right and below)
ress the nature of the materials
wood and airy caning.



Desk chair, dining chair, pull-up chair, this chair by Wegner, one of the world's greatest, offers the ideal unity of form, function, and firmness—grace, comfort, and strength.

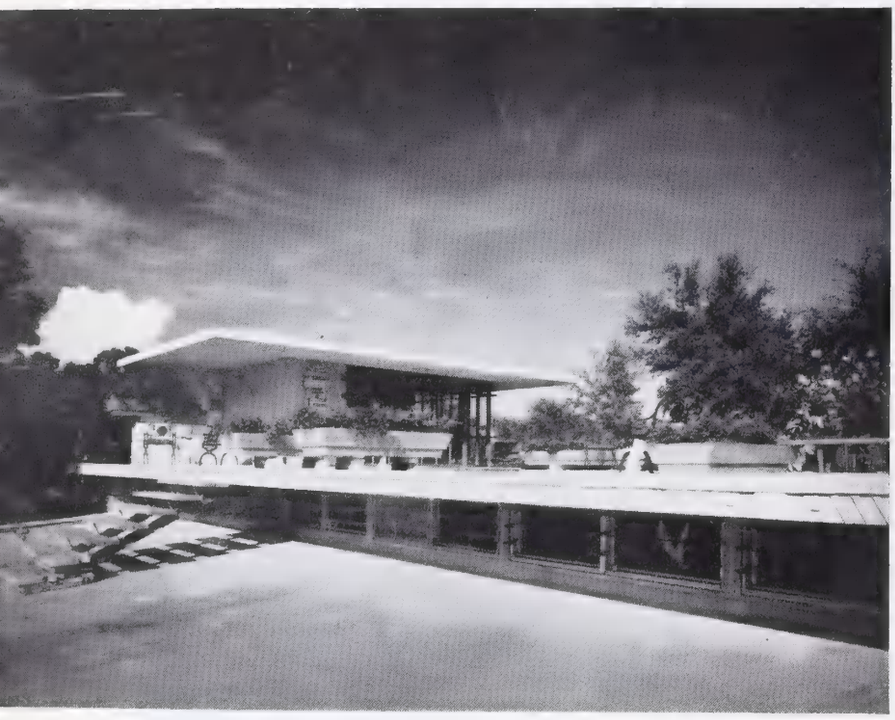


With the elegance of Chinese furniture, this piece by Jacob Kjaer presents a handsome profile when in the middle of a room or silhouetted against a large glass window.

PACE SETTER

A room and garden on the roof

By Henry Wright



How the roof garden looks in the last approach. Here you can study the pattern that runs around the edge of the roof slab, the pattern that spells out the initials of all six members of the family. Up the steps and you are at treetop level, in another world. It is like coming to another house, on another site, for you see no part of the house below, hear no household noises, see unfamiliar views not known about below.

Here is an idea that truly sets a pace. For it shows how to get one-third more living area out of the same house. And for only $1 a square foot!

There's nothing new about a penthouse and a roof garden. They've been on tall buildings for years—oases of green, nostalgic glamour in deserts of stone and steel.

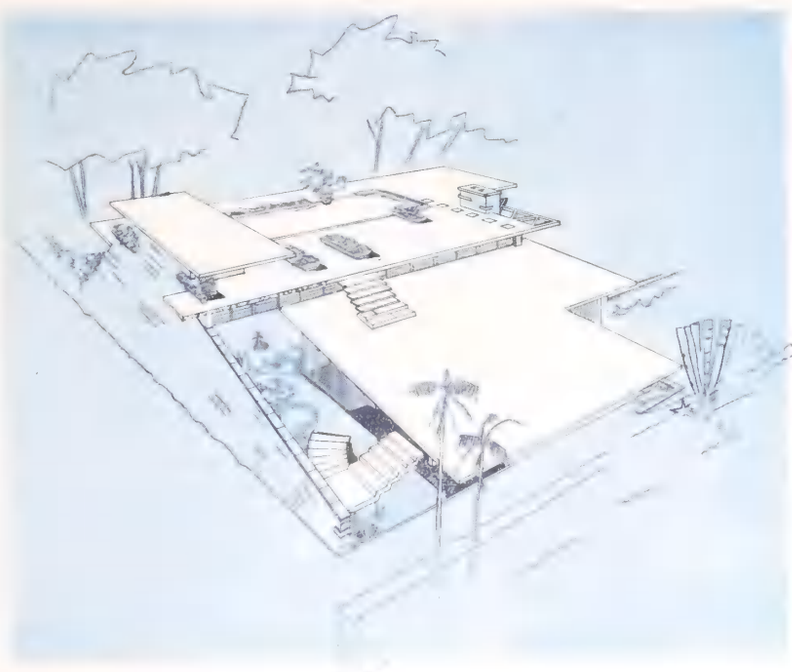
But it *is* definitely new to put an air-conditioned room, a white tiled dance floor, and a sky garden on the roof of a private house. For until now the roofs of houses have been only waste space, put to no use but that of keeping off the elements.

The top roof of this Pace Setter is a flat concrete slab. It was necessary to put some kind of protective coating on it to keep moisture from soaking into the fine pores. The normal procedure for weather-proofing flat roofs is to mop on several coatings of black asphalt, sealing the roof but also making it unfit for walking on and also making it a perfect setup for the intense heat of the sun to soak deeply into the blackness and finally into and through the concrete. Thus this roof (and any roof of a dark color) would have been turned into a huge radiator shining its heat all night and much of the day at the people underneath.

But Mr. Parker killed two birds with one stone. He surfaced his roof with white tile, thus insulating it, because the solar heat is reflected away so it never enters the roof at all. But he also chose a material that could be *more* than insulation—a hard walking surface, durable, decorative, waxable and therefore danceable. (We think this is the first time a white tiled walking surface has ever been used as roof insulation.)

Thus was created a place so glamorous that the photograph across the page only hints at its scope, for it shows only one of its moods. Here are 2,500 square feet of living space that is usually thrown away. It cost the Parkers about $1 a square foot to make it more than the usual roof. Mr. Parker figured he would have had to spend about $750 to surface it in some traditional way that would have (*Turn to page* 257)

The dance floor and sky garden in that magic moment of blue dusk. Later when the moon comes up and shines on the white floor, it seems to effloresce and glow, making artificial lighting unnecessary. The little air-conditioned room serves as a study, guest room and retreat only for adults.



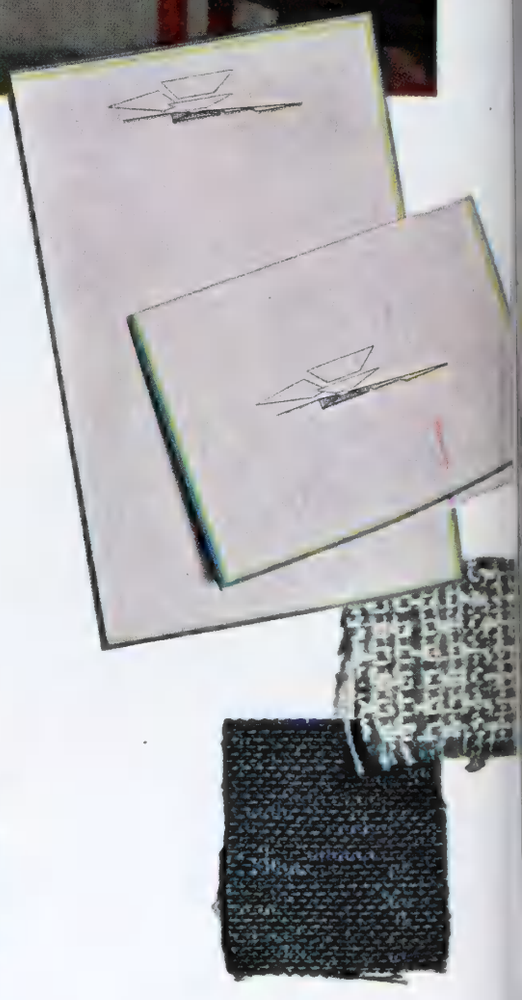
The roof garden and retreat are reached through the garden of the arrival court. First you go up the steps shown on page 234. Then walk up the gently sloping ramp of the roof, up broad steps to the top flat roof. All is well out of way of the main traffic patterns of family life.



The air-conditioned room on the roofs acts as office-at-home, a study, guest room. Tile floor of roof runs into room in one continuous pattern. View over the treetops to Biscayne Bay and the distant ocean adds to sense of peace and withdrawal.



Other end of the retreat, for napping, thinking long deep thoughts, or sleeping an overnight guest. Stationery for house was styled to go with color scheme of this room. More about it on page 270. Table top is same coral stone of wall.



Motif, machine embroidered on bedding and engraved on stationery, was designed by Mr. Parker by making an abstraction derived from a section through the house, seen in perspective. Colors came from fabrics in this room. Story on comfort conditions of this room will be published in a later issue.



For furnishing data of this room, turn to page 334

A room and garden on the roof *continued*

kept out the weather but would not have been insulative. So he deducts this from what he spent on the tile installation, which means that the true cost of the tiling and insulating was $2,750, a little more than $1 a square foot.

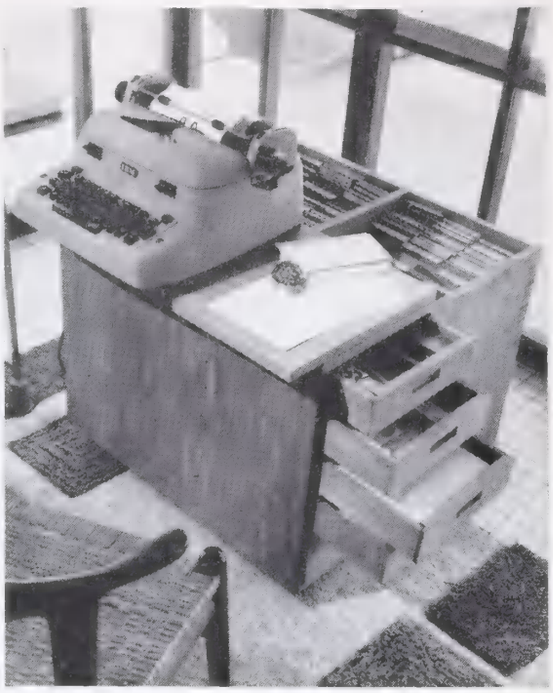
But they gain a new multi-purpose living area of great beauty: an evening party terrace more glamorous than anything offered at the flossiest country clubs or swankest night clubs, a sun deck for winter days, a tree-top garden that is completely out of the way of the hubbub of family life, and a place for a be-by-yourself room of many uses.

The insulation part of the roof is like a big unexpected dividend. For as a stopper of solar heat the roof is very efficient. HOUSE BEAUTIFUL sent a heating engineer to take instrument readings of all the factors that go into the performance of this new idea.

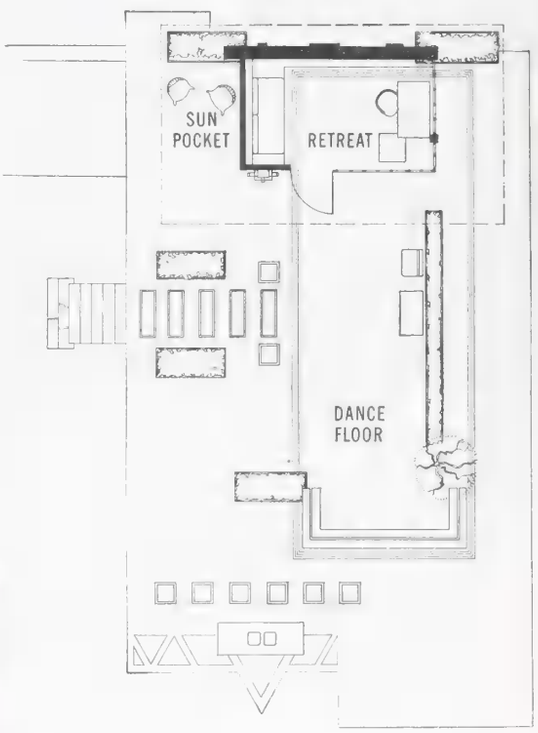
On a hot July day, with a clear sunny sky, the tile on the roof registered only 100 degrees in full sun, while another part of the concrete roof, not surfaced with anything, registered 130 degrees. And below the tile-surfaced roof in the living room the temperature was 85 degrees at the level of sitting or standing.

The whiteness was reflecting away the heat, instead of absorbing it and turning the roof into a huge slab of hot radiator. (This is the reason why nearly all the airlines have painted the upper half of their fuselages white.) The Parkers say that turning the roof white has improved their comfort conditions by 10 to 15 degrees. (The story of the air conditioning and climate control of the room on the roof will appear in a later issue.

Could you do this in a cold climate? (*Turn to page* 334)



The roof room was furnished to be an office-at-home. Mrs. Parker helps her husband with the billing and accounting for his architectural practice. He designed a special file cabinet which is also a typewriter table. When unused, it closes up out of sight. Closed, it looks like an end table for lamps, books.





The plan of the roof looked so interesting by the time all the problems were solved that it was used as the design for the rug in the retreat. Above you see the actual roof plan. At the left you see the rug, brought out onto the roof to be photographed, lying beside the skylights and plant boxes that inspired it. The colors of the pattern in the tiling were used inside the room—in the hand-hooked rug, in the fabrics and stationery, in the machine-embroidery on the percale sheets.



DRAWING BY ROY COLONNA

The STARLIGHT ROOF

Home is the center, the center for everything in the Pace Setter of 1954!

Country club and night club, dancing and dining—they're on the roof. But on the

roof or on the ground or in the house, home is where you hang your happi

America has come home again! And for good reasons: babies, air-conditioning, television, but, above all, by discovering that whatever we looked for *away* from home, can be had *at* home, only much better than anywhere else.

Take the Parkers. They tiled the flat roof of their house to insulate it from the sun. Then they saw the possibilities of turning it into a roof garden for dancing and buffet parties. For about as much as a medium-priced car they gave themselves a country-club-night-club rolled into one—and without any of the bad cooking, bad service, and smoke-filled atmosphere.

Here and there all over the country people are seeing the same possibilities in their own homes, because they have th tude toward domesticity that is producing the new vi may not have flat roofs, but they are converting the into terraces for year-round living and enjoyment. pioneering West they even rent portable dance floors their terraces and lawns. Everywhere outdoor co easy entertaining are replacing the old-fashioned going out to eat and have fun. Home was never like t We are witnessing a great revival of family life—gr ever before—and the revival is bringing new forms i new forms in houses, in cooking, in parties.



Even preparing for a party can be fun for the whole family. Here Mrs. Parker and the four children give the tiled floor on the top roof the scrubbing and fixing that will turn it into a glamorous starlight room. How much easier to prepare for your friends' pleasure outdoors, where you can seat them more comfortably and with much more room, and where, after they've gone, you hose away the crumbs. When entertaining is as convenient as this, you become a guest at your own parties.

Everything is just about ready (below) for the final setting up of the dishes and plates, cups and saucers, and trays of food involved in a buffet supper. But party or no party, this is the ordinary and everyday appearance of the Pace Setter's room and garden on the roof. It is as much for the pleasure of the family as for anyone else. Note how the built-in seating and plant boxes form a protected island on the roof for dancing or playing while also being useful for themselves.





Bebe is killing two birds with one stone (above): she is showing us how to use the newly-adapted Japanese charcoal cooking stove, called hibachi, and is also grabbing herself a fragrant morsel of marinated meat before the party begins. (There is much more about the hibachi and recipes for it on page 322.) Children love parties, especially when they are part of the party. And why not? After all, they are the life of the home, and can often be the life of a party as well.

What is integrated design?

It is the key to a harmonious home. In terms of your decorating, it is a method of forming your architecture and your furniture into an organic whole.

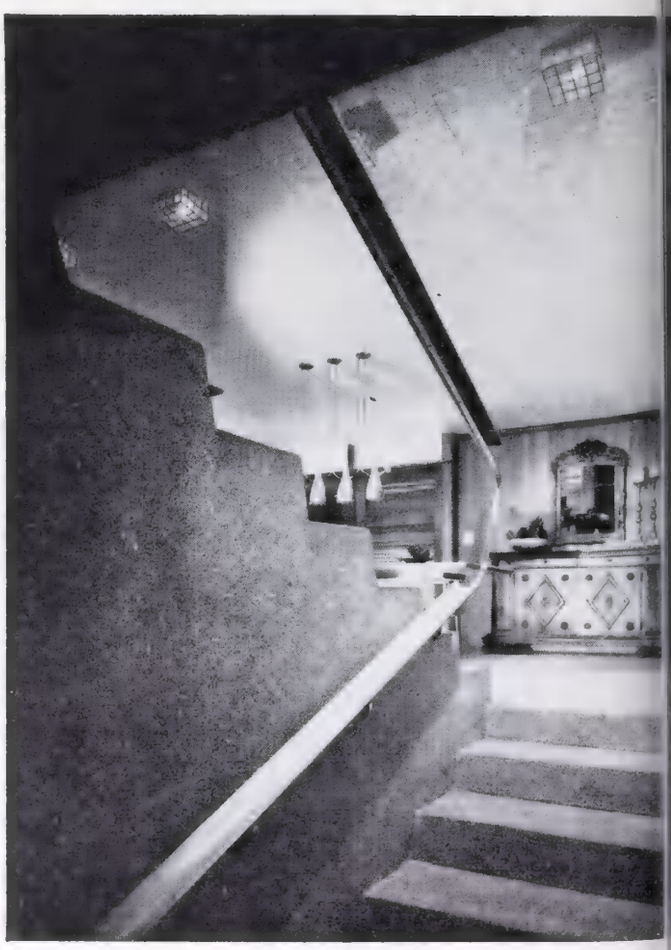
It is the first element of beauty which is unity

PACE SETTER

How did the Parkers arrive at the extraordinary integration of their home? By the application of a few basic principles that might be applied in any situation—in your own house or apartment, whether you build or remodel, rent or buy. By understanding integrated design, you can go a long way toward the distinction of a custom-ordered look where everything seems to have been made with everything else, and they all look as though they were but so many interesting facets of your unique home.

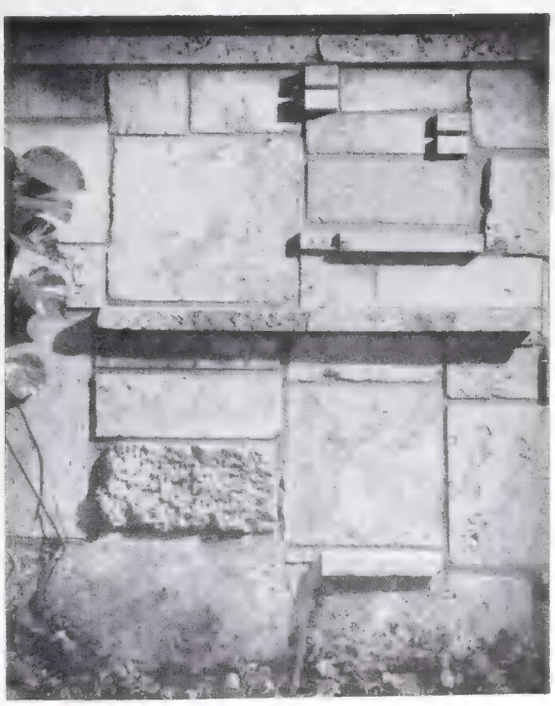
Integration is the basic principle of living things, as disintegration is the characteristic of death, confusion and chaos. Integration comes not just from rules, unless they be ever-changing, but it (*Please turn to page* 262





The pictures on these four pages demonstrate how the principle of integrated design was applied in the Pace Setter. Note here how striking is the similar, lightning-like profile of the masonry steps. This profile recurs three times (third staircase, not shown here, leads to main floor balcony outside.)

Fireplace rug (above) was embroidered by Mariska Karasz with a stitch that resembles the brain-like convolutions of coral stone (aptly called brain coral) which occurs frequently in the masonry. Rug was made by sewing together 50″ strips of heavy fabric, then lined.



A particularly interesting section of garden wall was taken as the pattern to be appliquéd and embroidered on bedspread. Mrs. Parker did this herself.



In such ways the furnishing and decorating of the Pace Setter deliberately pick up and repeat various architectural themes to achieve integrated design and harmony of furnishings

How to be a Pace Setting Gourmet

By Poppy Cannon

If you want to be one, you're already well on the way toward becoming a gourmet, a modern epicure. There is only one essential—a state of mind.

So much has been said and written on the subject. Most of it—with all due regard—simply isn't so. So many people who think they are, aren't gourmets at all. And, on the other hand, many who may never have taken the time to analyze their reactions, qualify as gourmets in the best sense of the word. They are, without knowing it, connoisseurs, appreciators of the joys of the palate, practitioners of the most sociable, the most available, the most frequently enjoyed of all the arts of daily living.

Just what is a gourmet? One who knows, enjoys, eats, serves, and probably, in this servantless era, prepares fine and interesting food.

But say the word "epicurean" or "gourmet" and some people immediately jump to the conclusion. "there's wine in it" . . . "it's flavored with herbs" . . . "lots of garlic" . . . "only freshly ground black pepper goes into it" . . . "fiendishly expensive" . . . "probably imported" . . . "blazed with brandy" . . . "hard to make" . . . "takes hours and hours to cook" . . . "ever so rich" . . . "fattening" . . . "covered with sauce" . . . "hard to get" . . . (and, of course, it's "always made up fresh; anything canned or quick-frozen—dear, no, we never use it—not we gourmets")!

There's a comment on all of this, the well-known, oft-repeated phrase of Sporting Life—"It ain't necessari

Gourmet food may or may not be foreign, exp esoteric, elaborate, exotically seasoned, flambéd, or scented. It may be fresh, canned, quick-frozen or dehyc sauced or plain; presented with a classic garniture o elegantly unadorned. If you want to be a truly pace- gourmet, you must rid yourself of clichés; you must a in the realm of food what the art critic calls "pure v You must wake up and taste—taste, not just witl tongue, but with your eyes and your nose, your se touch, your imagination, memories, and your intelle your faculties go into the appreciation of fine food.

You must free yourself from prejudices and prec tions, be willing to try new tastes and different dishes. you travel or while you're home, yours must b pioneering palate. Easy to say, perhaps, not always e follow. I remember a few weeks back, when I was (menting with Mexican and Spanish foods, Joseph Victo up from Mexico City a little gold-blazoned tin of c worms. "They're good," he promised, "real gooc peanuts."

I couldn't make myself try them. My secretary was l She took them home with her, tasted at first dubious then finished them all by the end of one chapter. I' her word for it and pass it along to you. Wilfully, I c I have shut out of my life all the delights of worm-

The Pace-Setting gourmet sets a table as beautiful as the food is delicious. Alu enhances the food, by dramatizing its colors, its textures, or perhaps its coun origin. But there must also be some link, as here, between the table appoin and the decorations of the house. For the details of this scene, turn to pag







Develop specialties that you make better than anyone. It helps if you know all about the history of the recipe, how it varies from country to country, the points the connoisseurs take seriously. Martha Parker prides herself on her curries and rijstafels, collects recipes from all countries. She makes a point of serving them dramatically, and having many garnishes including papaya, mango, banana. *See page 309 for a quick curry.*

Learn about the agricultural specialties of your own region, where and how to get them. Mrs. Parker is a tropical botanist and uses rare and delicious tropical fruits that most Floridians don't realize are obtainable. Fruit-growers and merchants save esoterica for her. Eating fruit at the Parkers means papaya, sapote, sapodilla, akee, sugar apple and pomegranate, plus the better, shorter-season varieties of oranges.

How to be a pace-setting gourmet

continued

t too important when it's only worms we eschew, but when d prejudices keep us from enjoying snails, truffles, oysters, shrooms, turtle soup, salsify, zucchini and yogurt, then inary horizons become hedges. They fence you in.

An adventurous spirit is one attribute of an epicure. Even re important is appreciation, shorn of snobbism. The true cure will thrill to the earth-scent brushed from the first all ruby radish out of the garden, as he does to the musky grance of a white truffle lifted from the glistening dry e in which it is packed.

f you have the makings of a gourmet, you will go to great gths in your quest for the perfect morsel. When it's pos- e, you may grow for yourself the kinds of fruits and etables that are commercially impractical. Not the quickest- turing, the fine shippers, the longest keepers, the best kers, but those whose one and only claim to distinction is or, and more flavor.

f you can't do your growing, you will—again, if you're gourmet—devote time and trouble to seek out someone o can supply you. You might provide a farmer down the d with the seed of Bibb lettuce, snow peas, and vegetable rrow. In town? Confide in your Italian green-grocer; he'll you corn salad in the spring, if he knows you want it. dandelion greens, and, in the autumn, egg tomatoes and yellow love apples, small as cherries, to mound with sour am and fleck with fresh-ground pepper.

We know a woman who has a standing arrangement with keeper of a near-by vegetable stand. He saves for her "the t pickings," the luscious, tender green and lima beans of er-to-be-repeated flavor, the first off the vine. He saves for the first tiny carrots weeded from the rows.

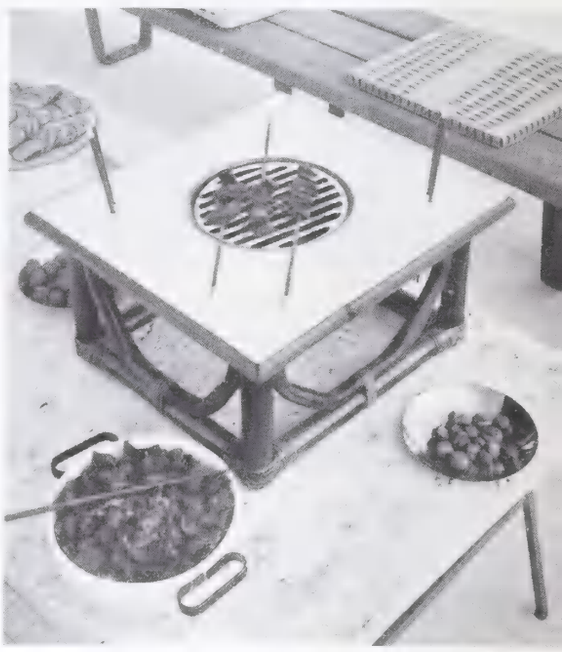
So small—nobody wants them." Nobody but a practicing rmet!

Practical consideration, if you want to become a daily cticing epicure, you'd better know something about cook- principles and methods.

Already it's a truism that so many of the chores of cooking done for you, so many ingredients are readied by canners, zen-food packers, bakers, and bottlers that you may become hef almost before you can do what used to be called "plain cooking." Though you've never made a sauce before in your life, with an electric blender by your side you can whir up a fabulous Hollandaise, make a soufflé from a packaged pudding, achieve with a can-opener within half an hour a curry reminiscent of Old Delhi (see page 309). But it is a great help to understand what you are doing and why.

Being a practicing gourmet will enrich your life enormously. Certainly it will make your home more popular among your friends. It will make your parties memorable. It may enhance your social standing and increase your husband's chances of advancement. These are side issues. Far more important is the fact that an interest in the best of food will open up to you and to your family wide vistas of enjoyment. It's like having been half deaf all your life and then suddenly hearing music for the first time—*really hearing* it. It's like moving from a grimy city street to the top of a beautiful, high wooded hill.

"What about me?" I've heard this plaint 50 times. "My family doesn't like fancy food; my husband is a meat-and-potatoes man: my children won't touch anything different: I'm five pounds overweight already." Perhaps all this will restrain you from frequent flights of fancy in the cooking department, but it hasn't a thing to do with your becoming a household of gourmets.



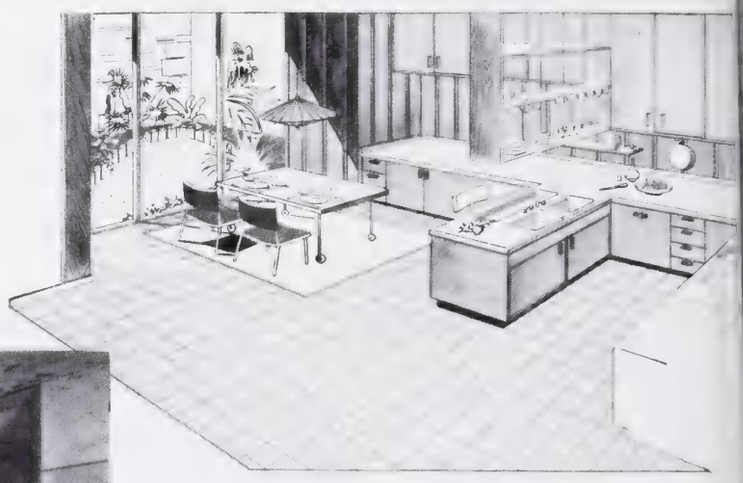
Story of hibachi cooking is on page 322

Start with breakfast. What do you serve? "Orange juice, generally, and the usual toast and coffee, bacon and eggs. There's certainly nothing gourmet about that!"

It could be one of the worst or one of the finest, most distinguished, interesting and enticing (*Continued on page* 301)

"To be continued in our next"

This Pace Setter house is so crammed with ideas and meaning that one issue can't hold it all. These parts of the house will be published later





The Air-Conditioned Kitchen

The preview (above) of the Pace Setter kitc does not begin to indicate its full glamour: wa and cabinets of mahogany, white marble counte a first-in-history sit-down sink, two big refrigerato one great wall of glass opening on a luxurious, tropi garden. Freezer, laundry and space for staples in carport storage wall. All this will be shown fu in color in February.

The Oldest Boy's Room

Here (left) is a quick look at the bedroom of twel year-old Derek Parker, a room to love, cherish, a be cherished by. Also for publication in Februa



The Girl's Room

Once a girl grows out of childhood, as has eight-yea old Bebe, her room can be furnished for the ma years of her adolescence and young womanhood. T oldest boy's room was also decorated with the f ture in mind. Note the richness of the brass hea boards against the rough-textured masonry wa and the way the bedroom wall continues past th persianas and becomes the garden wall. Ful detailed photos will appear this coming Januar

For more data about these room see opposite page

hen-Laundry

own in February)

ces: Two refrigerators: "Ice-Maker" and auto- "Ice-Maker," freezer, air Servel, Inc., Evansville, , Westinghouse Electric ld, Ohio. Combination grill, two ovens and two rs, Thermador Electrical Angeles, Calif. Combin- sher-dryer, "Duomatic," Appliances Div., Avco ncinnati, Ohio. "In-Sink- ge disposer, In-Sink- ., Racine, Wis.

es: Stainless steel sinks e) Elkay Mfg. Co., Chi- et assembly (in sinks) ator & Standard Sani- sburgh, Pa.

e over table, Finland rk.

duras mahogany, Bel- ., Ackerman, Miss.

ble counter and table stitute of America, Inc., N. Y.

s mahogany, Mahogany ., Chicago, Ill.

zo, Venetian Art Marble Miami, Fla. Rubber tile, Co., Lancaster, Pa.

le "Papermatic" towel er & Co., New York.

er-Clipper, Trade Wind Los Angeles, Calif.

ares: Vacuum cleaner, tion, Brooklyn, N. Y. press style, Sa ton Mfg. York.

and heaters: Rheem York.

ent glass panels over ssippi Glass Co., St.

ls and chairs: "Cosco" posture-back ironing Mfg. Corp., Columbus, er sink, Kramer Corp.,

aning equipment: "Rid- ard, The J. R. Clark Co., nn. Laundry basket, W. s, Inc., Chicago, Ill.

s: "Revere Ware" pots re Copper & Brass, Inc. Div., Rome, New York. nproof china by Arabia eries, Waertsila Corp.,

race" pattern, Imperial llaire, Ohio.

hopping boards, Chel- York. Magnetic knife Magnagrip Co., Inc., ow, Mass.

othecary bottles, United ., Tiffin, Ohio.

e's bedroom

own in January)

s headboard executed Parker design, custom- Furniture, Inc., Grand Two blond mahogany table, designed by Ed- and upholstered chair abric from Scalamandre York, Dunbar Furniture na, Berne, Ind. Desk H. Robsjohn-Gibbings, ed seat and back and bbed seat, The Widdi- Co., Grand Rapids, esigned by Hans Weg- Hansen, Copenhagen, -century Spanish Var- ng table, Mont or Co.,

Carpet: Cotton "Sophisticate," C. H. Masland & Sons, Carlisle, Pa.
Lamps: Two brass floor lamps designed by Paavo Tynell, Finland House, New York. Brass lamp with white shade on dressing table, Parzinger Originals, Inc., New York.
Bedspreads: Antique satin with "Lurex," F. Schumacher & Co., New York.
Incidental pillows: Covered in silk, Scalamandre Silks, Inc., New York.
Bedding: Boxspring and mattress, Malone Div., Spring-Air Co., Holland, Mich. Two blankets: Maypole Nocturne and heavyweight Leland, North Star Woolen Mill Co., New York. Sheets and dust ruffle, special printed design, "Doux Repos" on Wamsutta percale, Wamsutta Mills, Inc., New Bedford, Mass., courtesy of Lord & Taylor, New York.
Accessories: Antique French head, Parzinger Originals, Inc., New York. Perfume bottles, Shelley Marks, New York. Decorated tole box, Past & Present, Inc., New York. Plate by Karam, Wor-De-Klee, Inc., New York.
Fine Art: Sculptured fairyland duck and cock-a-too of green steatite by Grete Schuller, courtesy of Sculpture Center, New York. Oil painting by Fanny Blumberg, courtesy of Rudolph Gallery, Coral Gables, Fla.

Bebe's bathroom

Plumbing fixtures: Lavatory, "Marcia," Crane Co., Chicago, Ill. Water closet, W. A. Case & Son Mfg. Co., Buffalo, N. Y.
Rug: Premier Tumbletwist, Belrug Mills, Inc., Greenville, S. C.
Tile: Counter tiles from Guadalajara, Mexico. Wall tile, United States Quarry Tile Co., Canton, Ohio.
Accessories: Plate, Mottahedeh & Sons, New York. Antique amethyst bottles and perfume bottles, Shelley Marks, New York. Swedish wall tapestry by Eva Anttila, Sweden.

Derek's bedroom

(To be shown in February)

Furniture: Danish desk designed by Peter Hvidt and O. Molgaard Nielsen, Watson & Boaler, Inc., Chicago, Ill. Chaise, Dunbar Furniture Corp. of Indiana, Berne, Ind., covered in Saran tweed, Jud Williams, Inc., New York. K'ang daybed in teak finish, The McGuire Co., San Francisco, Calif., covered in silk tweed, Thaibok Fabrics, Ltd., New York. Windsor-type chair designed by Fritz Henningson, imported by Pacific Overseas, Inc., San Francisco.
Carpet: Special design by Mariska Karasz for Edward Fields Co., Inc., New York.
Wallpaper: "Mirage" pattern on ceiling, Gene McDonald, Inc., New York.
Lamps: Antique brass lamp, courtesy Accessories & Design, Inc., New York. Mahogany floor lamp, Kagan-Dreyfuss, New York.
Accessories: Antique knife box for letters, Ginsburg & Levy, Inc., New York. Three-part inkwell on marble base, Flint & Bradley, Inc., New York. Enamel saucers by Jade Snow Wong, Showroom, Inc., Miami, Fla. Portugese basket, courtesy Richard Plumer-Miami, Miami, Fla. Japanese tray on stand, The McGuire Co., San Francisco, Calif. Directoire box, Mottahedeh & Sons, New York.
Fine Art: Wall hanging by Mariska Karasz, Bertha Schaefer Gallery, New York. Framed tile picture by Frank J. Russell and Gertrude Barrer, Woodside, N. Y.

TIFFANY & CO.
STERLING SILVERWARE

IN DESIGN, weight, craftsmanship, and the important detail of fine finish, Tiffany Silver for more than a century has reflected the highest standards of the silversmith's art.



Three piece Coffee Set . $ 220. Tray, 11 in. dia. . $ 88.
Cigarette Box for Regular or King Size Cigarettes . . . 80.
Prices include Federal Tax

Besides being available in our store in New York, Tiffany Silver is now on display and for sale in the following fine stores—

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Denver . . . . Bohm-Allen Jewelry Co.
Detroit . . . . Charles W. Warren & Company
Indianapolis . Charles Mayer & Company
Los Angeles . . Brock and Company
Milwaukee . . Schwanke • Kasten Co.
Minneapolis . J. B. Hudson Co.
New Orleans . Coleman E. Adler & Sons
Philadelphia . J. E. Caldwell & Company
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San Francisco Shreve and Company
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Washington . . Galt & Bro.

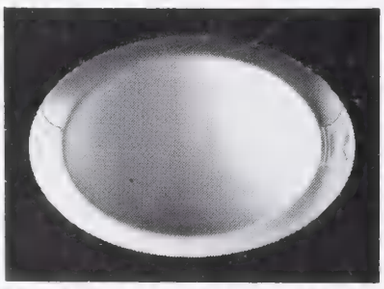
Give her her choice Kensington



This is what the French mean by "*Magnifique!*" It's the vastest canape platter you ever saw—18" across, with just the right amount of adornment. Ask for the Zodiac Platter, at $17.50 (above).

If she had her choice,

she'd choose Kensington. It's useful, durable, easy-to-care-for, easy-to-like, non-tarnishing, non-staining, and smart as Mr. John's new hats. So whether she's a new pledge at the sorority house, an autumn bride, a gracious hostess, a lucky bridge player or the lady you admire in your mirror, give her *her* choice . . . at good gift, jewelry or department stores, or write for store nearest you.







New this year and already a favorite is Kensington's nicely proportioned Hampton Oval Platter (above left), 10" x 15¼", and very much a buy at only $10.

Even $3 buys a gift of priceless beauty in Kensington. No decoration at all on this 5" Lotus Bowl (above right)—its beauty is all a matter of balanced proportions.

Pretty wonderful on a mantle, ledge or chest, is a pair of these Hurricane Lamps with twentieth century bases of Kensington and decorated clear glass chimneys. They're $5.75 each (left).

Kensington

OF NEW KENSINGTON, PA.

A DIVISION OF THE ALUMINUM COOKING UTENSIL COMPANY, INC.

The Pace Setter's War

This house has five types and sizes of s every need. It is marked with an abstrac suggesting the various planes of the hou



tionery

rchitect-owner designed this most appro-
mbol for his house stationery. At first, it
esoteric, but reads clearly when you start
to the lines of the house. On page 237,
-section of the various roof levels, how the
es down as it goes bayward. and this sym-
ns to take on meaning. The symbol is used
the man-size sheets of Argentone and the
weight paper, left. Below, the top paper
ge size is for general house correspondence,
new size note paper with its two-tone bor-
the indispensable little informal are for
e. All papers are from Crane.



BRUCE HARDWOOD FLOORS



Lovely for a Lifetime

When you build or remodel, you can choose a floor that will last the life of your home . . . and always be lovely. Bruce Floors are made of beautiful Southern Oak, whose interesting grain and rich coloring never fade nor wear away. They are always in good style and good taste.

For a delightful combination of modern design with traditional charm, there isn't anything lovelier than a prefinished Bruce Block Floor (above). It makes any room more livable, wins admiration in any setting.

The natural beauty of oak is given unusual style and appeal in the Bruce Ranch Plank Floor (below) with its alternate widths, walnut pegs and mellow finish.

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CONSULT A SPECIALIST: Expert advice costs no more. Your purchase of fine furniture should bring you a lifetime of satisfaction. Bodart suggests that you seek the opinion and guidance of a professional decorator... either in the interior decorating department of your favorite store or an independent consultant.

The Pace Setter Outdoor Furniture stands up to the 3 Furie

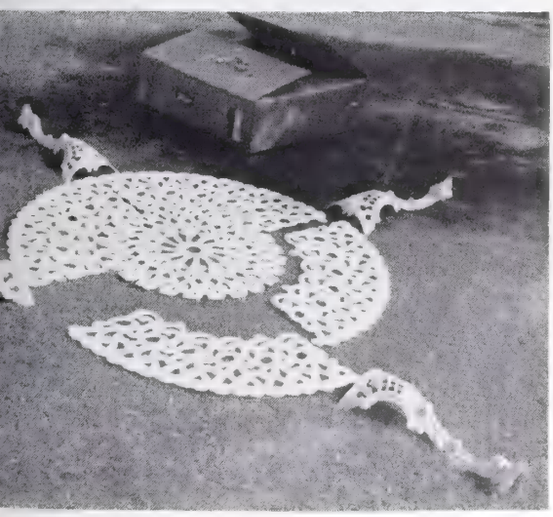
The outdoor furniture at the Pace Setter house lives o doors 12 months a year. It has no protection, no coddli Not used seasonally, as is such furniture up North, it never put up for the winter. In spite of rain, wind, and of blistering heat, it must be serviceable and keep its loo Such furniture must then start with a basically weath proof material. These two groups employ aluminum. T one, below, is tubular, while the one opposite is cast alu num. Both defy the weather. Maybe every other year o will need a rewebbing, the other a freshening paint j Neither is burdened with cushions to get sodden in a tro storm. The filigree design of one, and the interstices betwe the woven Saran webbing on the other, provide free passa for the gales, let the wind blow through without dama



Neither downpours nor hum frames of this Florida-made niture. Woven Saran seating ous, cool. The added virtu permits easy rearrangemer Robin is carrying two st his problem one of balanc



ite cast aluminum settee and table, silhouetted inst the stone wall, add nostalgic Southern charm he garden outside the dining room. Not as heavy ast iron, weight of this furniture makes permanent tion desirable. It needs no battening down during ricanes, for the great winds blow through its open work. Does not rust. From Antique Iron Craftsmen.



his round table needs to be stored, its four quarter es, center disk, and four legs can be knocked down repacked in the 23" sq. x 7" high carton. Sixteen s and screws, more or less, and preferably four ds can put it together in a few minutes. Classic n design of table and seat trace lovely shadows lawn. Airy appearance belies solid substance.

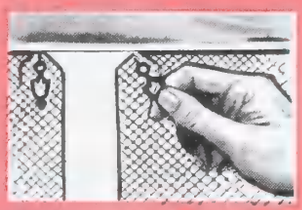
Picture your fireplace with Flexscreen

REG. U.S. & CANADA PAT. OFF.

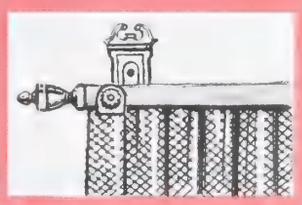


Beauty...Safety... Convenience

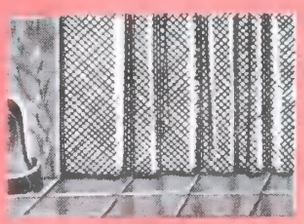
for the hearth of your home . . .



UNIPULL opens both curtains effortlessly with *one* hand—nothing to lift aside when you have an armful of wood. Keeps curtains *always* equally draped.



NO POLISHING necessary to keep Flexscreen brass looking its best! Special heat-resistant baked enamel finishes are applied over hand-polished brass—*never* need polishing.



ABSOLUTE SAFETY from flying sparks is assured because Flexscreen frame fits snugly *all around* the fireplace opening—overlaps in center when closed!

Sheer woven-metal curtains show off your fires in graceful charm . . . yet provide absolute protection against flying sparks. Curtains glide open or closed at the touch of one hand with exclusive Unipull—one of the favorite features *only* Flexscreen offers . . .

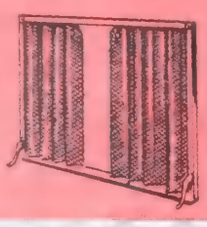
There's a Flexscreen exactly right for *your* fireplace . . . modern or traditional no matter how unusual. The adaptable new Hooded Flexscreen (sketched above) is just one of the many designs and attachments you may choose. You'll like the simplicity of installing your Flexscreen, too . . . only *minutes* are required to give your fireplace a *lifetime* of loveliness . . .

Prices begin as low as $15.75 . . . so there's no need to be satisfied with anything less than the *true* Flexscreen! At your dealer's now . . . or write us for free catalog.

BENNETT-IRELAND INC.
1153 BANK STREET NORWICH, NEW YORK

Want to *take it* with you?

The new movable-frame Flexscreen gives you *all* Flexscreen advantages—*without* permanent attachment to your fireplace. Stands rigidly against face of fireplace—no lifting aside to service fire.



ASK FOR Flexscreen

AT BETTER STORES EVERYWHERE



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ALVIN STERLING designs are noted for pleasing every taste and desire in fine table settings . . . for today's glamorous debutante and tomorrow's gracious hostess . . . because they are . . . fashionable . . . authentic in design . . . styled for today's mode of living . . . made by master craftsmen to insure correctness in detail and highest quality for your lasting satisfaction.

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*TRADE MARKS



The Living and Dining Rooms

No part of the Pace Setter house demonstrates its romantic yet contemporary character better than the living room and dining room. For they demonstrate how the best type of contemporary design welcomes rich materials, and the art of all countries and all ages.

Study the scene of the dining room shown on the front cover.

In some odd way, the modern mahogany dining table, on its coral rock piers, echoes the 400-year-old Elizabethan sideboard. Yet it does this not by copying any of the details, but rather by following the same generous scale, and the rich relief created by wood moldings and stone joints. Because of this timeless quality, the room accepts with equal ease the antique brass candlesticks, the modern brass lighting fixture over the table (made by Paavo Tynell of Finland), the antique baroque Spanish mirror, the modern tapestry (designed by Barbro Nilsson and made by Marta Maas Fjelterstram of Sweden), and the sculptural chairs by the Dane Hans Wegner.

Such breadth of taste, that knows how to roam through time and space, selecting the appropriate best, is the mark of[illegible] ity. Every part of [illegible] illustrates this ma[illegible]

Yet nearly ever[illegible] rooms is hardy enou[illegible] the abuse of growi[illegible] a difficult climate. [illegible] is handsome and lu[illegible] to please sophistica[illegible]

All built-in furn[illegible] of solid mahoga[illegible] waxed. No matter[illegible] these surfaces ca[illegible] sanded back down[illegible] and given a good [illegible] the architect wante[illegible] wood surfaces as ne[illegible] as the stone walls a[illegible]

For both visual [illegible] reasons, the archite[illegible] concrete ceiling of [illegible] with cork. This war[illegible] is a perfect foil f[illegible] polished hardness [illegible] the dining room the[illegible] ered with a sound-[illegible] terial called "Tra[illegible] acoustic materials [illegible] Armstrong Cork C[illegible]

The L-shaped livi[illegible] feet by 24 feet (thro[illegible] sections). But than[illegible]

(*Please turn to*



Three starter pieces from the Touraine bedroom above: bed, dresser and matching mirror, $304.00*

Value, Variety, Versatility, ...IN TOURAINE

Your bedroom glows with a lovely serenity when your furniture is Drexel's Touraine®. The grace of its gently curving lines . . . the jewel-like loveliness of its gold-touched ivory lacquer surround you with enchantment. And to please your practical side, there's the famous Drexel construction, the much-for-the-money price of every piece. Touraine and all the other fine open stock Drexel collections bring you exciting furniture value, variety and versatility in this year of Drexel's Golden Anniversary.

See your Drexel dealer, listed in the classified section of most phone books.





You may choose Touraine in antique white lacquer or, for a more informal setting, in mellow genuine cherry. Shown at left: double dresser $229, chest desk $129, poudre $130, dresser commode $136*.

*All prices slightly higher west of the Mississippi.

Get your "Portfolio of Fine Furniture"—colorful booklets on Drexel's traditional, provincial, (including Touraine) and modern groups. Send 25c in coin to 3 Huffman Rd., Drexel, North Carolina.



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Drexel FURNITURE

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The finest flatware of its kind ever crafted. Stainless by International is executed in stainless steel with all the care, the perfection you'd expect to find in only the most expensive tableware.

Needs no extra care in normal use. The flatware with the handsome and enduring "velvet finish," Stainless by International never needs polishing . . . won't tarnish, rust or scale in normal use.

Only $9.25 for a 6-piece place setting; attractively designed, complete sets begin at $43.50. No Federal tax.



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THE LIVING AND DINING ROOMS

CONTINUED FROM PAGE 274



Rubber underlays are used under all the rugs in the Pace Setter house to preserve the life of the carpets as well as to make them grip the slick terrazzo floors. It is needed particularly under the thin, felt-lined rug at the fireplace. The rug is hand-embroidered on 50-inch strips of hand-woven fabric. Underlay, U. S. Rubber Company.

foot wide balcony beyond the persianas it optically gains more space in one direction. In the other direction it gains another 15½ feet, thanks to the openness between living and dining rooms. So no matter where you are in the living room, space and beauty lie ahead of you.

In a room like this you can always be in friendly relation with the world outside, because you are not at the mercy of all its extremes, its fluctuations. You look out, on a hot summer's day, from a room as cool in effect and in fact as a cavern. Yet the masonry masses around you are never oppressive, or claustrophobic. The louvered persianas give you any degree of closure and darkness you want, adjusting to light and breeze in varying degrees to suit your requirements. These persianas were made in Cuba of Cuban mahogany and are oiled with Cabot's bleaching oil to make them weather mellowly under hot sun and rains.

The materials and furnishings used in the living room, dining room, and balcony are:

Living Area

Furniture: Pair of lounge chairs in russet finish walnut, Heritage-Henredon Furniture, Inc., High Point, N.C. "Ives" fabric on lounge chairs, Jofa, Inc., New York. Armchair by Madsen and Schubell and round mahogany table with brass handles, designed and manufactured by William Watting, ported by Swedish Modern, I York. "Carlisle" fabric on 'a Isabel Scott Fabrics Corp., N Three tables with travertine brass legs, designed by Paul Directional Showrooms, Ne Three blond mahogany cubes by Edward Wormley, and cust mahogany coffee table at firep signed by Alfred Parker, bo bar Furniture Corp. of Indiana Ind. Mahogany in coffee tab tesy of the Mahogany Associat Chicago, Ill.

High Fidelity: Stromberg-Carl Rochester, N.Y.

Baby grand piano: Piano and black lacquer finish, The Bal ano Co., Cincinnati, Ohio.

Cushions: Seat and back cus bookcase group covered in line ori," F. Schumacher & Co., Ne Cushions of "Restfoam," Hew foam Div., Hewitt-Robins, Inc., N.Y. Fabricated by Harry G The Bronx, N.Y. Pillows at b group covered in silk, Scalo Silks, Inc., New York. Cushions place group custom made, Furniture Corp. of Indiana, Be Fabric on cushions, strie h cloth, Arundell Clarke, New Y

Carpets: Art carpet at fireplac designed by Alfred Parker, e ered under direction of Mariska Wool carpet at bookcase grou insula," Edward Fields Co., In York, courtesy of Lord & Tayl York. Rug underlay for both U.S. Rubber Co., Mishawaka, I

Ceiling: Cork tile, Armstrong C Lancaster, Pa.

Cypress paneling: Tidewater press, Tidewater Lumber & Supp Inc., Miami, Fla.

Wood finishing: Penetrating stain (bleaching oil) on cypres uel Cabot, Inc., Boston, Mass.

Lighting: Mostly custom-built

(Please turn to page 279

owing cheer
ar after year



sting colors • Beautifully molded in three
nsions • Easily wiped clean with a damp
cloth • Strong and lightweight

se illuminated, 3-dimensional decorations made of AKELITE Rigid Vinyl Sheets

viting home that says "Merry Christmas!"... the warm glow of these jolly Noma decorations. estive, they keep their perfect shape and brilliant ough many a Christmas... because they're sturdy, long-wearing BAKELITE Rigid Vinyl

ese famous plastics to serve you countless other From handsome lampshades for your home to items for industry and defense . . . dependable Rigid Vinyl sheets are at work improving modern with confidence when you see the BAKELITE



For happy holidays—cheery decorations by **Noma Lites, Inc.**
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TE COMPANY, *A Division of Union Carbide and Carbon Corporation* UCC 30 East 42nd Street, New York 17, N. Y.

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Presents a merry



marvelous

matchless new towel

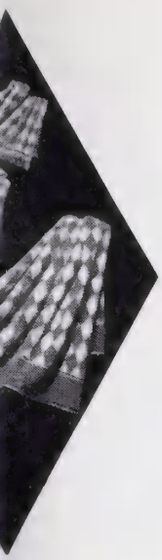
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From the fabulous Cannon Gold Label series—the finest towels of the world's largest towel maker—rich in color, sumptuous in texture, superior in absorbency.

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fine quality

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bath size about $2; with matching face towel, wash cloth, finger-tip towel, terry and tufted bath m



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. . Bloomingdale's and branches at Fresh Meadows, L. I., and New Rochelle, N. Y.
. . Smith and Welton Inc.
. . The H. C. Capwell Co.
KLA. John A. Brown Co.
. . Thomas Kilpatrick & Co.
. . John Wanamaker
. . Kaufmann's
. . Meier & Frank Co., Inc.

R. I. The Boston Store
. . Thalhimer Bros. Inc.
. . Sibley, Lindsay & Curr Co.
AS Joske's of Texas
. . The Marston Company
ALIF. The Emporium

. . Famous-Barr Co.
. . The Emporium
. . The Crescent
S. . Forbes & Wallace
. . Dey Brothers & Co.

FLA. Maas Bros.
. . Lamson's
) . . Simpson's
. . Brown Dunkin Co.
. . The Hecht Co.
. . Geo. Innes Co.

North St., New York City 13

THE LIVING AND DINING ROOMS

CONTINUED FROM PAGE 276

Studio of Lighting, Miami, Fla. Kappa shell and pewter gold plated ceiling fixtures, Bruce Falcomata, The Bronx, N.Y.

Fireplace screen: "Flexscreen" safety curtain, Bennett-Ireland, Inc., Norwich, N.Y.

Art: Oil painting of fowl by Norman Daly, ceramic bowls by Franz Wildenhain, Kay-Oberg and Helen Clark Phillips, all Bertha Schaefer Gallery, New York. Laughing head and carved Swedish wood bowl in shape of duck, Carlebach Gallery, New York. Carved mahogany grouse, Charles Greenough Chase, Wiscasset, Maine. Carved wood fowl by Wolfgang Behl and Aztec maize god, courtesy of Lowe Gallery, University of Miami, Coral Gables, Fla.

Accessories: Leerdam crystal ash trays, A.J. Van Dugteren & Sons, Inc., New York. Japanese leaf plates, courtesy of Bonniers, Inc., New York. Cigarette lighters, The Evans Case Co., North Attleboro, Mass. Brass "bugs" designed by Milton Williams, Carmel Work Center Shops, Carmel-by-the-Sea, Calif. Seed mosaic by Karl Mann, cigarette box with marble inlay, and balloon picture with marble inlay, courtesy Italian Book & Craft, Inc., New York. Crystal and borite specimens, Highlights, New York. Copper and pewter canister, Cathay Crafts Corp., New York. Flower bowl, Parzinger Originals, Inc., N.Y.

Dining Area

Furniture: Dining table designed by Alfred Parker. Mahogany table top custom made by Dunbar Furniture Corp. of Indiana, Berne, Ind. Mahogany, courtesy of Mahogany Association, Inc., Chicago, Ill. Chairs designed by Hans Wegner, from Johannes Hansen, Copenhagen, Denmark.

Lighting: Brass fixture over dining table designed by Paavo Tynell, Finland House, New York. Ceiling lights of kappa shell and pewter, gold plated, Bruce Falcomata, The Bronx, N.Y.

Ceiling: "Travertone," Armstrong Cork Co., Lancaster, Pa.

Accessories: 17th-century antique candlesticks, Nesle, New York. Swedish wall tapestry, Marta Maas Fjelterstram, Sweden. 17th-century Italian mirror, French & Co., Inc., New York. Arzberg porcelain demitasse cups and saucers, H.E. Lauffer Co., Inc., New York. Tray by Couroc of Monterrey, The Burkharts, New York.

"Thermos" ice bucket, brass chafing dish, buffet three-part warmer, flower holders, and coffee pot, all designed by Tommi Parzinger for Dorlyn Silversmiths, New York. Ceramic bowl on dining table by Franz Wildenhain, Bertha Schaefer Gallery, New York.

Balcony

Furniture: Sin rattan chairs, officer's chairs, ottomans, and two tables, The McGuire Company, San Francisco, Calif. Brass tea cart, Baker Furniture, Inc., Grand Rapids, Mich.

Cushions and fabrics: Seat cushions of "Restfoam," Hewitt Restfoam Div., Hewitt-Robins, Inc., Buffalo, N.Y. Sailcloth covers on cushions, Morton Sundour Co., Inc., New York. Covers on officer's chairs and ottomans of ramie cloth, Four Seasons Shop, Memphis, Tenn.

Accessories: Champagne cooler and wicker wine jacket, courtesy of Contempora, Miami Beach, Fla.

Planting material: For deck flower boxes, roof boxes and landscaping, Howard Kobayashi, Four Way Nursery, Miami, Fla.

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presents

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Window Curtains

Pattern and Color
Coordinated
with Cannon Towels

Made of a top-quality Acetate Taffeta especially developed for shower curtain use. . . and woven and dyed exclusively for AMES . . . DOMINO Shower Curtains are available in the Cannon coordinated colors.

Shower Curtain—72" x 72" (approx.)
About $7.00 Each

Window Curtains—33" x 60" (ea. side)
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AMES SHOWER CURTAIN CO., INC., 224 FIFTH AVENUE, NEW YORK

CONSULATE *bedroom*



At better furniture and department stores. Send 3-cent stamp to Dept. B for booklet.

Pictured is the vanity and bench from our Consulate group of Directoire-Empire bedroom furniture. The vanity and mirrorstand are in light fruitwood finish on cherry. The bench is finished in French grey-white.

UNITE' *buffet*



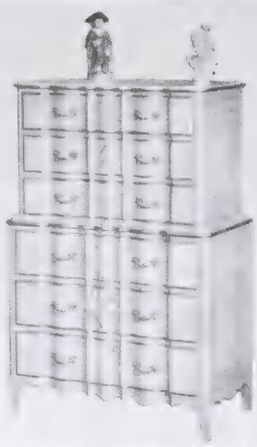
Included in our Unité French Provincial dining group is this buffet, 58 inches long, finished in antique French walnut on fruitwood.

UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

PROVENCE

Chest on Chest

Shown here is the chest-on-chest #311 from our Provence group of French Provincial bedroom furniture. In antique grey-green tourmaline finish with French floral decorations. At leading furniture and department stores.



BURNS CASE GOODS Corp. Subsidiary of UNION-NATIONAL, INC. Jamestown, N. Y.

THE PACE SETTER LAUGHS AT THE 3 FURIES

CONTINUED FROM PAGE 240



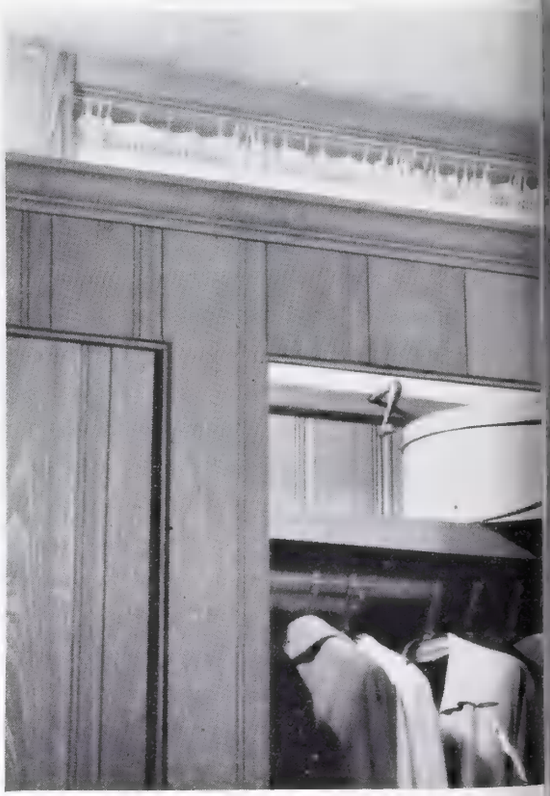
Lower bedroom windows are back under ten feet of overhang, formed by the cantilevered balcony of the living room. Heavy driving rains do not penetrate back under so deep an overhang, so storms in the night do not arouse anyone from sleep. In seasons of the year that are free of insects, the persianas stand fully open, making the rooms so opened into loggias. Wide overhang also makes cool shady play space, too.

walls, the ever-present glare, the always-absent shade, the bright flat stucco walls, the unventilatable rooms, the mould and the mildew.

This house resists *all* the hazards of the tropics. It is a reinforced concrete and masonry structure. It might, therefore, be cold and repellent, like a warehouse or an industrial plant, the structural system of which it employs.

But it's not. It warmth and richne pected detail of a wo is the work of an a profound knowled his climate, and his

Here are richly-te stone walls, whose g terns offer endless a the eye. Embedded i are stone sculptures,



Major hazard in hot, humid climate is mould and mild The architect licked this problem in this manner: Clos bedroom are not sealed in at top, and a line of cleres windows runs the whole length of closet, ventilating it a



bles from wrecked
e walls offer crannies
rns and epiphytes, for
ill the coral crevices.
ructure weather beau-
ook at home in the
ll this beauty is im-
esistant to deteriora-

walk on cool terrazzo,
es all concrete floors.
t two open complete-
ndward side to let in
/inds, and they have
adroitly-planned out-
t the breeze success-
her two rooms which
e properly ventilated
r-conditioned. For in
if the wind cannot
erously blow on you,
ry to cool and de-
hanically.

rs are students of the
Parker's father was
ropical botanist and
n C. Gifford. From
arned about all the
that make such a big
plants, animals, and

most of the "tourist"

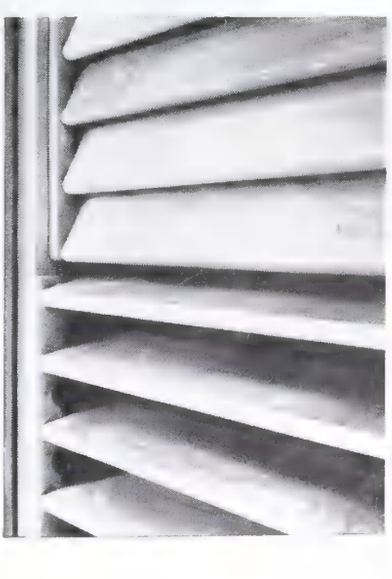
architecture which aims primarily at winter comfort, the Parker house handles the climate successfully the whole year around. This means protection against:

1. excessive summer heat
2. excessive summer humidity
3. excessive glare and brilliance around the year
4. excessive winds that sometimes reach hurricane force

The first is handled by familiar though often-neglected architectural devices—good natural ventilation, white roofs, wide overhangs, plus spot air conditioning.

The second is handled by moistureproof materials—all floors are terrazzo, all the structure is masonry or concrete except interior partitions. And good ventilation prevails everywhere except in the

(*Please turn the page*)



flexible louvers of the
parts are of mahogany,
ith enough friction so
djusted to any position
e. However, in a high
ane they blow into a
osition, making ideal
against flying debris.



Safe, Warm and Cozy

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Choosing the right heating equipment is the most important decision home-owners have to make. The right decision today means five thousand "tomorrows" of comfort, safety and economy. TORIDHEET Automatic Heating is backed by 30 years of research and development; it is tops in economy and dependability. TORIDHEET's famous wall-flame action has only one moving part; no delicate valves or nozzles to replace or adjust — and you save up to 40% in fuel bills!

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Sunny Pine

TO MAKE ROOMS SPARKLE!



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No. 626 Pine Chest Server. About $120.*

Set a scene of sunny color in every room with friendly Brandt Anniversary Pine. Use several pieces for exciting new combinations, a single piece for dramatic accent with darker pieces. For a truly breath-taking effect, select a complete pine dining room group. Look for the 35 open stock Anniversary Pine pieces at better stores everywhere. You can identify them by the hang tag and Brandt seal.



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About $37.*



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Pine Tier Table.
About $39.*

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No. 5305
Pine Dropleaf
Extension Table.
About $99.*



No. 5304
Pine Cocktail Table.
About $59.*

*Slightly higher in some areas

THE BRANDT CABINET WORKS, Inc., 741 Pennsylvania Ave., Hagerstown, Maryland

THE PACE SETTER LAUGHS AT THE 3 FURIES

CONTINUED FROM PRECEDING PAGE



Exit for breeze in the little girl's room is throu louvers into the kitchen garden. Opposite side of ro whole wall of persianas, which open completely or w have only their louvers partially opened. This al her dressing table and built-in drawers for her

two air-conditioned rooms.

The third problem—excessive brilliance—is probably the most severe of all and generally the most ignored. For this is not only a question of sheer physical comfort but of esthetic enjoyment as well. Few Florida houses today give this problem any thought. The Parker house does.

It does it by always providing the eye with deep shade from which to view the brilliant world outside. No matter in what direction you look from the house—and these directions are themselves carefully controlled—your eye is given a pleasant, restful view, free of glare and full of interest. This is accomplished by all sorts of devices—lavish overhangs, slatted persianas, carefully placed garden walls and trees.

Inside the house, this sense of cool retreat is everywhere. For nearly all rooms have comfort-making cross-light, which kills glare. The glossy, polished floors flow through the whole house, their gray-green luster setting off the matte surfaces of stone and wood. The light fully three-dimens dark that there is

Hurricanes are t of South Florida yearly threat. Fi therefore, to be av masonry structur tremely desirable.

The Parker hous ricane requireme The concrete slab roof are heavily r webbed layers of r welded and tied t which are further heavy stone walls Both the weight a of the structure m impervious to any pressures, or sucti cane. The persiana ally very heavy, a "gangs" of slats a that they become tighter closed as pressures increase. selves are heavy so easily break if heav sailing through the them during a heav



uld do this anywhere. Center bedroom on the lower
s only one exposure, making it hard for the wind to
rough. Permanently open louvers in the partition
ne hall solved it. Wall is frosted glass to let window-
l borrow light from the bedroom that faces southeast.



n with only one exposure is at foot of the stairwell,
rushes out through the louvers and sweeps up this
. Aerodynamic engineers call this situation a "ven-
is a positive way to speed up the air flow. All three
bedrooms have cross ventilation by some method.

house up off the
of the important
omfort in Florida or
o climates like the
ne Gulf of Mexico.
auses high relative
e at its maximum

near the surface. The early residents in Florida made a practice of doing this, as historical documents show. But the practice fell into disuse when Spanish and Mediterranean architectural styles in-

(*Please turn the page*)

JUST AS A SUBMARINE
IS PROVED ON A SHAKEDOWN CRUISE...



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PRESSURE-PROVED!

Don't wait till it's in your home to find out if the water heater you buy is dependable. Choose Rheem—the Water Heater that is proved *at the factory* to be durable and long lasting! Yes, every Rheem Water Heater is tested at a water pressure over twice as great as ever required for normal use. See your Master Plumber about a Rheem Automatic Water Heater in the size that is *right* for your needs. Look under "Water Heaters" in your classified telephone directory where his name and other Rheem Reliable Dealers are listed.

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.....John Wanamaker

THE PACE SETTER LAUGHS AT THE 3 FURIE

CONTINUED FROM PRECEDING PAGE



The stair well is important in exhausting air from the It acts in this house like a venturi tube, narrowing d of the opening through which the air must pass, causin up its movement. The room beyond causes suction.

vaded Florida. (The climate where these styles were born is dry rather than humid.)

Architect Parker has revived this rational point of view, and has got the more important parts of his living areas well up into the air. He gains a better visibility of a fine view, better air movement, and a separation from the humid layer of air that lies close to the ground. He has also pitched the grading around the house so that there is good positive drainage away from the house, and ground water is immediately drawn away.

Mrs. Parker, a botanist working on her Master's Degree at the University of Florida, and who supervised the planting, kept all shrubs away from the foundations, thus contributing to better ventilation into and around the house, and to drier conditions.

One of the finest climate assets of the house is the brand new development of the roof is surfaced which serves the d insulating the ro reflectivity) and p by-products for goo

1. A sun deck on winter day
2. A romantic for dancing. possible bree nights.
3. A wind-protec for chilly day

Because the roof reflecting, with a pacity and low co ideal for lying on body burns to sun

The penthouse r called the "Retreat on the windward s ates a protected su infrequent cold days you welcome being and the warmth o

pace which is usually
refinements in living
developed at not too
. Their beauty, glam-
t have been discussed
n this issue, but it
emphasized here that
a climate control asset,
ew pace.

ng part of the roof
carport, kitchen, and
) is painted with a
ite cement lime coat-
as a remarkable prop-
ng white in spite of the
tions in Miami, which,
nths, make practically
ings gray with mould.
ant, though not suffi-
known, that to control
temperature the roof
ite. To change just so
ard the gray, even
eye can't detect its
l elevate the tempera-
to over 108 degrees.
n uncomfortable, for
d rays are coming
roof and pouring
ceiling into the room
ng discomfiture to all.
decorating is realistic
limate. Most of the

chairs are open webbing, of caning or leather. When solid cushions are used, they are slip-covered with porous and washable linen, or upholstered in cool horsehair. Bed headboards are open, made of caning or metal grilles. The requirements that nothing must stop the passage of air, that when the human body meets a surface, that surface must be porous, cool, and also washable, have been carefully met everywhere.

If you live where moist, humid conditions prevail four to six months a year, send for HOUSE BEAUTIFUL's charts giving the exact climatic data and analysis for the southern Florida area and the Gulf States area which border the Gulf of Mexico. They were compiled by Dr. Paul Siple, chief climatologist for HOUSE BEAUTIFUL's Climate Control Research Program, to give exact climate statistics and to recommend how housing and landscaping can be used to temper the climate. Each report sells for 50¢ each. Specify whether you want the Florida or Gulf area, or both. Write Climate Control Editor, House Beautiful, 572 Madison Avenue, New York 22.

Common Garden Fallacies



y: Cover your plants with pine boughs to warm.

: Any winter cover- keep the soil *cold.* your plants comes the cold but from kage when the soil freezes and thaws. ver is to keep the ozen (so apply it round freezes).



People say: Think of the soil as a bank into which you are depositing plant food to be saved there for a future rainy day.

The truth: It's most economical to feed regularly (3 to 5 times a year) in small doses as your plants need food. Otherwise part of your "bank" deposit slips away by drainage down beyond the root zone.



All New! Faster, Quieter!
WASTE KING® PULVERATOR
eliminates garbage in 30 seconds!*



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When you add up all the plus features of B & G *Hydro-Flo* Heating, you'll realize that there's nothing else like it for genuine winter comfort. This *forced hot water* system solves the problem of properly heating modern homes with large glass areas or wide-spread layouts. Here are a few of its many comfort-economy advantages—

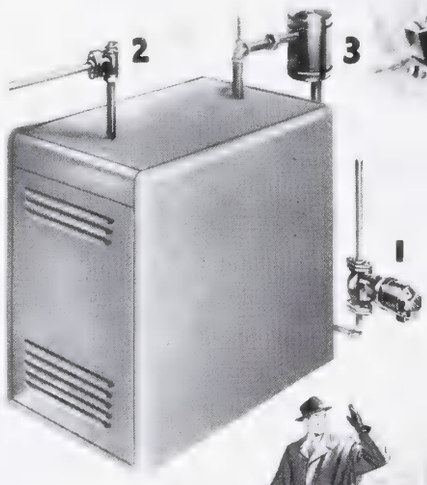
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B & G *Hydro-Flo* Heating gives you *radiant* heat—comforting as spring sunshine. It gives you *controlled* heat—automatically adjusted to meet each change in the weather. All through the heating season your home is kept at a uniform, comfortable temperature.







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The three basic units are: **1.** The thermostatically controlled Booster Pump which circulates hot water through the system. **2.** The Flo-Control Valve which helps maintain a uniform home temperature—prevents an over-ride in heat. **3.** The Indirect Water Heater, which produces an ever-ready supply of domestic hot water, winter *and* summer.

B & G *Hydro-Flo* Equipment can be used for modernizing old hot water systems as well as installed in new homes.



Snow melting

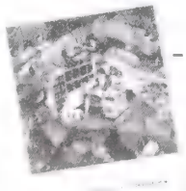
Why break your back shoveling snow? Pipe coils can be installed under the sidewalks and circulated with hot water from your *Hydro-Flo* System—melting snow as fast as it falls.

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THE MASTER BEDROOM

CONTINUED FROM PAGE 244

The blue seascape of the Biscayne Bay, the patter of the palms—all this is part of the daily life, and daily it helps restore the body and the spirit.

With nature so luxurious, the room was kept in a quiet key, all stone colors mixed with grayed-down cypress, beige carpets and coverlets. Grace notes are the occasional ruddy blushes in the coral stone, echoed in Mrs. Parker's embroidery of the bed covers. Here in their private world, a man and a woman can dream the dreams that turn easily into the realities by simply opening their eyes to what is around them.

The furnishings are an example of how fine things, of many lands and times, can blend their beauty for total enrichment. There is everywhere the natural beauty of honest materials, the gleam of brass, the centuries-old patina from the touch of many hands on old furniture, the sensible coolness of cotton carpeting. There are books. And music is piped in from the adjoining living room.

There is Mrs. Parker's own handwork on the bedspreads as well as the embroidery of her mentor, Mariska Karasz, whose work she has been influenced and caning add their trasts to the many

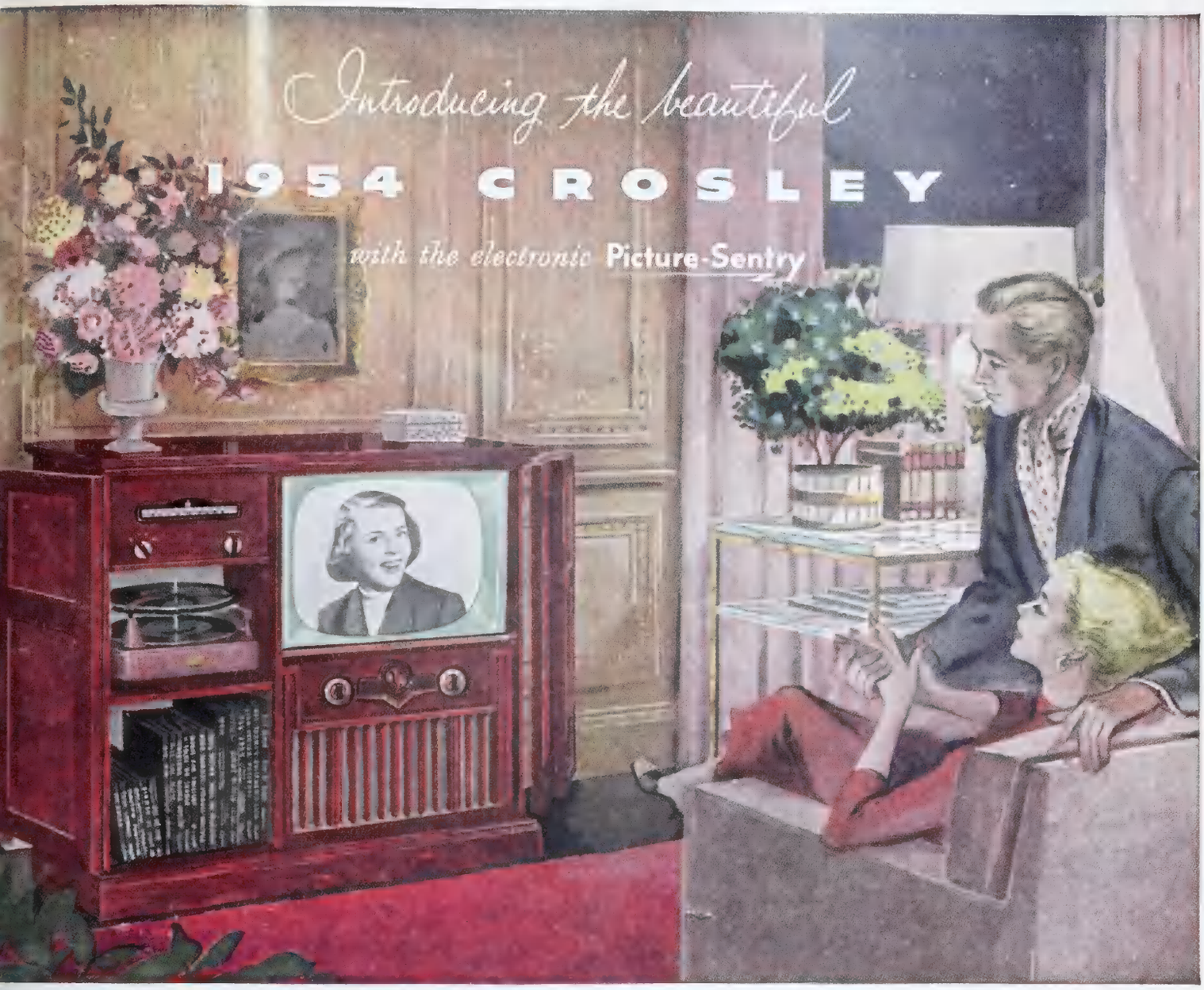
Within these wall sures can be made mands of children, world, for a time, a

Furniture: Chest with and brass legs in san signed by Paul McCo Showrooms, New York boards, Dunbar Furnitu diana, Berne, Ind. Span antique walnut table, New York. English 17th table between beds, Fre New York. Chair at tabl made by Wharton E Schaefer Gallery, New corner designed by H Denmark, Pacific Over Francisco, Calif. Harva for both beds, Harv Cleveland, Ohio.
Carpet: "Wunda Wev rubber cushioning, Bel Greenville, S.C.
Lamps: Antique lamp shell shade on dresser, Inc., New York. Lamp designed by Giampietr fuss, Inc., New York. lamp, Finland House,
Fabrics: Nylon mesh "D on clerestory windows, Lace Co., New York. E broidered by Martha ported Indian hand-wo tweed, imported by J. San Francisco, Calif.
Art: Three Mexican co 16th century, Earl Ste

(*Please turn to page* 289)



No part of the great balcony is more delightful that t off the master bedroom. Here there is nearly always a always the ever-fascinating blue of the Biscayne at the the slope. A fine place for sewing or for inner refres



MPLETE CROSLEY ENTERTAINMENT CENTER. Superb 21-inch ure-Sentry television that brings in studio-clear pictures. Plus a powerful AM radio of rich concert-quality tone, unique fidelity. And a 3-speed rd player that changes even mixed sizes automatically! Doors close to make this an authentic 18th Century piece of furniture. Skillfully matched mahogany veneers, hand-rubbed to a silken luster. All 21- and 27-inch custom sets have aluminized picture tube for sharper contrasts, brighter, clearer pictures. One of 28 new models. Custom model F-21PDMH.....$595.00*

Exclusive Picture-Sentry wipes out roll-over...streaks... and flutter. Automatically gives you true-to-life pictures.



In the studio — cameras pick up perfect image. Diagram represents television wave pattern as it appears on an engineer's oscilloscope.



But man-made interference —a passing truck, a neighbor's vacuum cleaner—can distort TV waves. Such interference scrambles the wave pattern like this.



Scrambled TV waves ruin reception on ordinary TV. Picture becomes streaked and distorted. Crosley tackled wave distortion... developed Picture-Sentry.





Crosley Picture-Sentry (an advanced electronic circuit) controls TV wave pattern, guards against scrambling. Image in your '54 Crosley stays clear, sharp . . . in the studio.

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27-inch All-Channel Custom Console. Giant screen with aluminized picture tube! White oak cabinet has organ fluting on speaker. Model F-27COBU $685.00*

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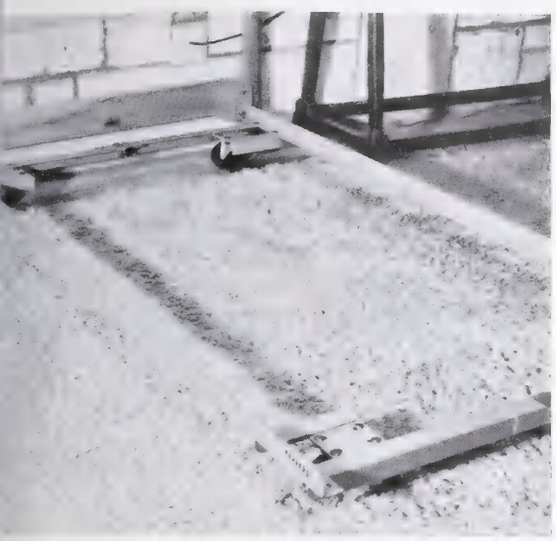
At the windows, sheer nylon curtains, printed nylon draperies are both easy to wash, quick to iron. There are so many wonderful new things happening today in nylon for your home. Be sure to look for them when you shop at your favorite stores.

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REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
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NYLON one of Du Pont's MODERN-LIVING fibe

THE MASTER BEDROOM

CONTINUED FROM PAGE 286



nly as good as the quality of the mattress and boxspring ame that holds it. Unsung, unseen virtue of the Pace is the metal frame that adjusts to all variables of head- l springs, is fitted with rubber tires for easy mobility.



mooth alignment of frame and boxspring, also the stop- of the side of the frame, leaving contour of rounded attress and boxspring for a trim, neat tailoring of Bedding, individually selected, is from Spring-Air.

Wall hanging, "La- iska Karasz, Bertha New York.
box, pencil holder, red box, Parzinger New York. Antique n inkstand, Yale R. k. Marble compote, nc., New York. Clock, Clock Co., New York.
Opalene covered glass jar and tray on chest, Shelley Marks, New York.
Bedding: Boxspring and mattress, Spring-Air Co., Holland, Mich. Blanket, Kenwood Mills, Inc., New York. Sheets, Bates Fabrics, Inc., New York. Same Bates sheets used for dust ruffle, machine embroidered with motif designed by Alfred Parker, by Smith & Weigler, Inc., New York.

THE MASTER BATHROOM

CONTINUED FROM PAGE 247

Water closet, W. A. g. Co., Buffalo, N.Y. y, Crane Co., Chi- eam" shower fitting, any, Wilmington, Del. wall, United States Canton, Ohio. Cera- " pattern on counter, Tile Mfg. Co., Cin-
hower Door Co. of Ga.
Wall heater: Electromode Corp., Rochester, N.Y.
Carpet: "Martex," Wellington Sears Co., New York.
Curtains: Nylon mesh "Dolphin," North American Lace Co., New York.
Towels: "Martex," Wellington Sears Co., New York.
Accessories: Amethyst overlay bottles and glass apothecary bottles, Shelley Marks, New York.



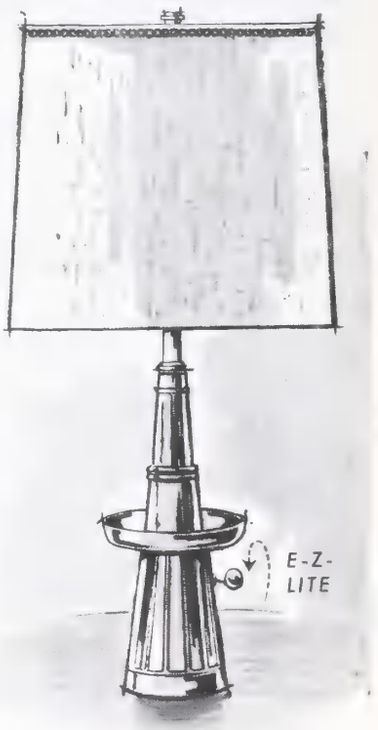
Easy to Light!

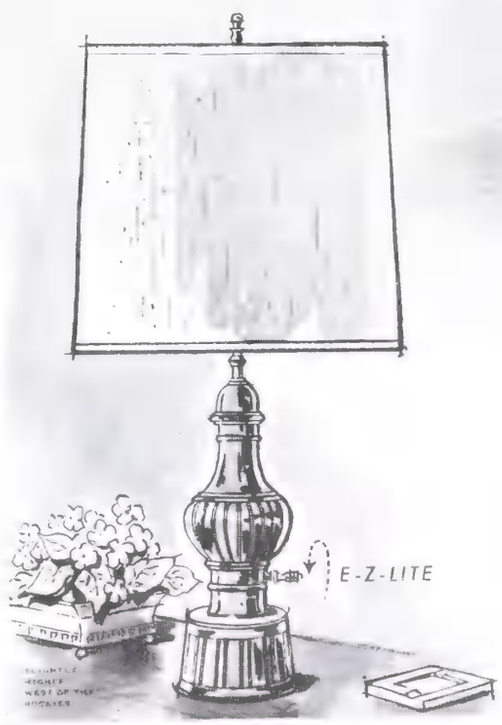
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Write for the name of your nearest dealer

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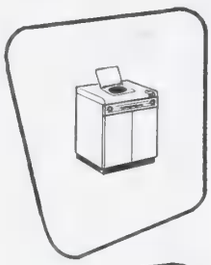
Blackstone

combination laundry

Completely Automatic Washing, Drying and Ironing in Only 72" of Wall Space!

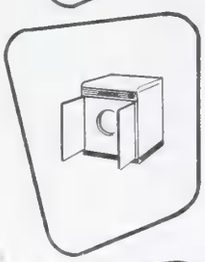


You get all three...



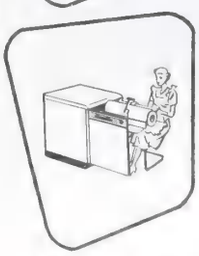
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PACE SETTER

How to garden with

TOO MUCH
TOO MUCH S

By Martha Gi

Plants must have sunshine and fresh air to grow—but not too much of either. In Florida the sun beats down 360 days a year, and nearly always the trade winds blow in strongly from the ocean. This is tough on plants, especially in new gardens.

We knew this, of course, (we've lived in Florida for years), but not until we started building our Pace Setter garden did we realize the importance of what botanists call the "micro-climate"—the big differences that occur within small distances. Moving a plant just two feet often makes the difference between life and death. Putting up a windscreen can make tender plants suddenly burst with vigor. It's hard to believe this is true.

We learned the ha soon discovered that knowledge of the clim of South Florida was important as a specifi of the micro-climates from one side of the other. We found that level house we had dif which affected the p verely that they woul not live. As soon as w to face with the fact many climates instead hence several gardens one, we began to ma that heretofore no am tering and fertilizing accomplished.

In other words, once

(*Please turn to pa*



A small walled patio protects the dining room from the street, intimate, colorful setting for entertaining. Since this is the corner of the house, the area is rather dry and sunny, with shade coming from a small tree and the wall, which also stops



ks the transition from the dining area to the lower expanse extends in front of the house to the bay. In the shade ny caladiums grow in stone bins. The Parkers built these r plants from the autumnal ravages of the blue land crabs.



m the dining room make a mass of color against the native stone. All were selected for an affinity for sun. y are seen at close range, variety of form and continuous important, too. Even the tree has bright blossoms.



CUSTOM-CRAFTED SOLID SILVER WITH 18-KARAT GOLD

CHRISTMAS GIFT of great elegance, one or more serving pieces in Gorham "Thread of Gold." A masterpiece of modern design, done in five variations. This is the pattern series that brings you place-settings, as well as serving pieces, in hand-decorated solid silver of luxurious weight. Each exquisitely designed piece has the Midas touch of hand-applied 18-karat gold tip.

Illustrated above: "GOLD TIP" mixing spoon, $10.50..."GOLD CIPHER" small flat server, $22.50..."GOLDEN WHEAT" sugar spoon, $20.00..."SNOWFLAKE" medium-size serving fork, $25.00..."GOLDEN WHEAT" butter knife, $18.75..."STARDUST" small-size ladle, $16.50..."GOLD TIP" serving tong, $19.50. Six-piece place-settings in "Thread of Gold" range from $72.50 to $120.00, according to intricacy of design. All prices include Federal Tax and are subject to change without notice.

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Peterborough

brings to your home the newest Style in

Early American Maple



The Peterborough Living Room includes (left to right) the smart Peterborough Club Chair, charming Tilt Top Table and roomy three-cushion Settee—the exquisite Peterborough Drop Leaf Coffee Table (58 inches long) and Occasional Table—also (not shown) the Peterborough Loveseat and Club Rocker.

The historic town of Peterborough, settled by American pioneers in sight of Mount Monadnock, New Hampshire, inspired Sprague and Carleton designers to give you the Peterborough group of early American living room maple. Peterborough has the authenticity of old Hitchcock turnings, the lovely lines of true American provincial influence—the modern seating comfort of the Sprague and Carleton tradition, topped by 100% Goodyear Air Foam backs and arms—that restful, informal graciousness which prompts your guests to agree—"This is America's most beautiful Maple!" . . . See the Peterborough group and other delightful Sprague and Carleton styles at your favorite Department or Furniture Store today.



THE PETERBOROUGH GROUP includes the handsome Desk and Secretary pictured above with the Chippendale Wing Chair and Fiddleback Arm Chair. This authentic Peterborough piece may be bought complete as shown or the Desk may be purchased now and the Secretary added later.

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KEENE, NEW HAMPSHIRE

TOO MUCH WIND, TOO MUCH

CONTINUED FROM PAGE 290

work with nature instead of against her, we began to get results. Now we know what to do.

The result is that we have six very different gardens, each geared to its specific micro-climate. Most exciting to us is the tiny garden just outside our kitchen window. Very little direct sunlight and no wind 'gets in here, so it's a wonderful home for tender, tropical plants. They grow here, lush, damp, and deep green as we imagine the most exciting tropical jungle. Removable bamboo slats for summer help make it shady and protect the glass wall in the kitchen from the hot sun.

This garden will take years to develop fully, because here I hope to make a collection of the interesting aroids which are rather difficult to collect. You probably know at least one of these exotic flowers, the red anthurium sold in flower shops. Anthuriums, alocasias, and philodendrons can all be grown here and as our collection grows, some of the more common plants can be eliminated. We now grow the strange staghorn fern, delicate maidenhair fern from our own tropical hammocks, a giant tree fern, begonias for the slender Alex

There are two adequate drainag slabs of tree-fe Puerto Rico. We the wall further of excess water. have been satisfa er in such a small area so the level white and brown

This garden w ideal place for g field I mean to planted several the oak trees. placed to the lee windward side of

Our second ga walled patio out room. It replaces front lawn for m is bigger, and m than the first gar it drier—and so wholly different A small tree, *T* with silvery foliag ters of yellow fl dominates the pa the half shade of Jasmine (*Tabern*



Soil in the entrance court is dry and sandy—not the ty support luxuriant, privacy-providing foliage. But by plant existing live oak, a garden that is high toward the street was of grass, rampant winter- and spring-blooming perennials co

sun. Beyond these
ne Bay we have
e hardiest vegeta-
nut (*Cocos nuci-*
(*H. Rosa-sinesis*),
elight (*Cassia al-*
keyensis, the Key
guava, and bam-
few of the more
s. *Monstera deli-*
t aroid with holes
rain and wind to
giant leaves, grows
g bin. It is some-
by the other vege-
wind, and more im-
the ground where
ered by the blue
invade us during
son in September.
possible to protect
heir ravishes and
activity that can
istinguish between
nt plant and one
llars.
Lily (*Alpinia nu-*
ot a lily at all and
red a weed in the
s in Puerto Rico,
lage that a weed is
of place.
he front garden is
This is an elegant
and does not have
tten, but one that

is very slow-growing. It takes almost two years to make a complete ground cover in a land where most other grasses cover in a few weeks. Outside the wall in the strong sunlight along the street, St. Augustine is the better grass. Cars often roll upon this lawn tearing it up, yet St. Augustine grass grows so rapidly it rejuvenates within a day or two. This was only another example of where different conditions in the landscaping dictated another set of answers.

Probably the most difficult of the landscaping problems entailed in the house has been the selection of planting material for the planting bins on the upper level off the living room and on the penthouse level above. The same plants would not satisfy both requirements. The planting bins outside the living room receive some shade. They call for plants with a small-scale leaf that tends to trail down a little over the edges of the planting bin and yet not be vigorous growers. On the other hand, the planting bins on the penthouse terrace received no shade.

Both planting areas are subject almost constantly to the wind, and those on the penthouse level receive an intense reflected sun glare

(*Please turn the page*)



ical plants, which would languish in the other gardens, are
e. Begonias, staghorn, maidenhair and tree ferns fill the
ut Mrs. Parker hopes to replace the more common plants
llection of exotic aroids—anthuriums and alocasias.



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TOO MUCH SUN, TOO MUCH WIND

CONTINUED FROM PRECEDING PAGE

from the white tiled deck. It is also desirable to have some color from flowers outside the living room and this is not a prerequisite of the planting on the penthouse terrace, used mostly at night. The problem is further complicated by the fact that in both instances the planting bins are in close proximity to where people walk and sit. It is unpleasant to be near plant material that is brittle and thorny, characteristics of most foliage that is xerophytic. Hence most of the desert type plants that could withstand the extreme growing conditions are unsatisfactory from the human and use standpoint. Howard Kobayashi of Four Way Nurseries, from whom we purchased most of our plants, and I spent hours thinking and talking over the plant materials that could be used in these two locations. It was Howard who finally came through with the solutions which to date have been admirable. We used sedum mixed with a flowering kalanchöe for color on a terrace outside the living room and *Jasminum grácile* on the penthouse terrace. A seagrape (*Cocolobis uvifera*) also grows on the terrace where its leathery leaves enable it to withstand the sun and winds just as it does on the beach.

We could have overcome much of our over-all wind-problem if we had been willing to build our house closer to the water so that the house itself would have acted as a wind-break. However, our experience with tropical hurricanes dictated that the house should be back as far as possible from the water on the highest ground. There was also the question of "view." The erection of any kind of wind-break simultaneously would destroy a view of the heavenly blue waters of Biscayne Bay that so beautifully open into the Atlantic Ocean directly in front of us.

Always we have kept in mind that we wanted our gardens to intimately connect with the house and the life within the house. Four general requirements stand out:

1. The garden has to function structurally as an integral part of the architecture. We have not tried to "bring the outdoors in" because the outdoors is too bright and intense for comfort. Hence, we sought sun protection around the house, especially at the entrances so that upon entering the house you are prepared for the darker and cooler interior. At the same time the house was designed to admit as much of the breeze as possible, and we could not permit the landscaping to defeat this purpose.

2. The landscaping has to beautify the property, complementing the lines of the house rather than destroying them. Also, we take quite a lot of pride in the stone work of this house, perhaps because we have done it ourselves. It is infinitely more attractive now because it is softened by the shadows cast by the planting and variegated by the green mosses that inhabit the crooks and crevices.

3. We wanted a constant supply of fresh fruits and flowers. South Florida offers infinite opportunity for the development and propagation of many tropical fruits. Very few people in the United States are familiar with them because they are so decidedly regional and because they do not have shipping properties. For example, only in recent years have avocadoes and mangoes appeared in the northern markets and yet we have enjoyed them all our lives. In a few more years an improved guava, carambola, sugar apple, papaya, etc., to name a few, may be exported. It is such a convenience to have only to step outside for a fresh, juicy Key lime that has not had a chance to lose one bit of its distinctive aroma and flavor. We also can have flowers every day in the year and spectacular foliage and seeds for quite dramatic floral compositions.

4. Because of the extensiveness of our property (91′ x 715′) the major part of the garden has to maintain itself with a minimum of labor. For this reason we have planted those plants which require special attention in confined areas, preferably in planting bins where they are easily tended. We have established lawns only in broad expanses for speed and ease in mowing. We have avoided those plants which are not suited to the climate in general which you have to "sit up nights with" in order to keep them alive. We have avoided hedges that require extensive clipping, although certainly under different circumstances they have their place. We have limited those plants which require heavy fertilizing and eliminated those prone to disease. Last but not least, we wanted trees for our children to climb, open places where they can play unrestrained, and

(*Please turn to page* 299)

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ALABAMA
Alexander City ..... Frohsine
Decatur ... Buttrey's Dept. Store
Dothan ... Blumberg's & Sons
Dothan
Harden's Interior Furnishers
Gadsden ..... Duncan's
Gadsden ... Bundley & Banks
Huntsville ... Dunnavant's
Mobile ... Burger-Phillips Co.
Montgomery ... Wright's
Tuscaloosa ... Pizitz Galleries

ARKANSAS
Arkadelphia ..... McCormick's
Eldorado ... Elmer Curry Furniture
Eldorado ... Julia Mcdaniel
Fayatteville, Barrett Quality Shop
Ft. Smith
Arcade Furniture Store
Ft. Smith ..... Boston Store
Helena ..... Wengel's
Hot Springs
Hot Springs Furniture Mart
Little Rock ..... Cohn's
Texarkana
Rubye's Interior Decor, Shop

CALIFORNIA
Burlingame ... Belliveau-Jackson
Los Angeles ... Carg & Upright
Los Angeles ... The Chintz Shop
Oakland ..... Capwells
Palo Alto ..... Henriques
Pomona
Pomona Curtain & Drapery
Riverside ... Riverside Drapery
Sacramento ... John Breuner Co.
San Francisco ..... Emporium
San Francisco ..... Magic's
San Gabriel ... Empire Silk Store
Van Nuys ..... Morey's

COLORADO
Boulder ..... Dolby's
Colorado Springs
Peerless Furniture Co.
Colorado Springs
Town & Country Studio
Denver ..... Adams Drapery
Denver ..... Alcoves
Denver ... Cummings's Interiors
Denver ... Daniels & Fisher
Denver ... Denver Dry Goods Co.
Denver ... Frank Wells
Denver ... Harry Hansen Drapery
Denver ... Joslin Dry Goods
Denver ... F. H. Loechner & Co.
Denver ... The Specialty Shop
Fort Collins ... State Dry Goods
Grand Junction
Manuel's Dry Goods
Greeley
Bunt's Upholstery & Drapery
Greeley ... Clough's Furniture Co.
Wheat Ridge ... Thamert's Interiors

CONNECTICUT
Bridgeport ..... Davidson's
Bridgeport ... Howland D. G. Co.
Bridgeport ... Vogue Decorators
Bristol ... C. Funk & Sons
Danbury ... Evelyn Shop
New Haven ... Edward Malley Co.
New Britain
Davidson & Leventhal
Norwalk—Tristram & Fuller Inc.
South Norwalk ... Lieff Textiles
Stamford
J. & J. Slip Cover & Uphol. Co.
Stamford ..... Kramer's
Torrington ..... Morris
West Hartford ... S. P. Dunn
Westport ..... Lieff's

DELAWARE
Seaford ..... O. Neta Hall
Wilmington ..... Miller Bros.
Wilmington ..... Norton's

DISTRICT OF COLUMBIA
Washington ... Home Spec. Shop
Washington ... House of Fabrics
Washington ... Little Caledonia
Washington, Standard Upholstery
Washington, Thompson Brothers
Washington, Woodward & Lothrop

FLORIDA
Fort Meyers ... Robb & Stucky Co.
Jacksonville ..... Furchgotts
Lakeland ..... Schiff's
Lake Worth ..... Danyman
Panama City ..... Logue's
St. Petersburg
Myricks Drapery Shop
Sarasota ..... Wolstenholmes
Tampa ..... Maas Bros.
West Palm Beach
Palm Beach Mercantile Co.

GEORGIA
Atlanta ..... Rich's
Augusta ..... Davison-Paxon Co.
Columbus ... King's Interiors
Columbus ... Woodward & Smith
Cordele, Robbins Store for Women
Macon ..... Burden-Smith Co.
Macon ..... Davison-Paxon Co.
Savannah ..... Joe Gardner
Thomasville ..... Steyerman's
Valdosta ... C. C. Varnedoe & Co.

IDAHO
Boise ..... The Mode Ltd.

ILLINOIS
Aurora ..... Leitz & Grometer
Belleville ... Brumwell's
Berwyn ..... Troy Dept. Store
Bloomington ... C. W. Kimmel
Bloomington ... Livingston's
Champaign ..... F. K. Robeson
Chicago ... Alden Irving Park
Chicago ... Artcraft Drapery
Chicago ... Artistic Slip Covers
Chicago ... Broadway Drapery
Chicago ... Carson, Pirie Scott Co.
Chicago ... Colonial Drapery
Chicago ... Consolidated Textiles
Chicago ... Empire Fabrics
Chicago ... Gladwill Fabrics
Chicago ... Halland Drapery
Chicago ... Kent Fabrics
Chicago ... La Mon Drapery
Chicago ... Madewell Slip Cover
Chicago ... Mandel Brothers
Chicago ... Midwest Mills
Chicago ... Loren Miller Jr. Co.
Chicago ... National Fabrics
Chicago ... Palmer Textiles
Chicago ... Reliable Qual. Drapery
Chicago ... John M Smyth Co.
Chicago ... Wagner Drapery
Chicago Heights ... Rau Store
Cicero ... Kaplan Curtain Shop
Danville ... Block & Kuhl
Decatur ... Miller, O'Neil
DeKalb ... M. F. Malone
Des Plaines ... Koeppen's
Dixon ... Eichler Brothers
Elgin ... Ackemann Brothers
Elgin ... Joseph Spiess Co.
Elmhurst
Ollswangs Department Store
Elmwood ... Aldens Elmwood Park
Evanston ... Lord's Inc.
Fairbury ... Walton Dept. Store
Galesburg ... Brouillettes
Harrisburg ... Lloyd L. Parker
Highland Park ... Cate's Cottons
Highland Park, J. B. Garnett Co.
Hinsdale ... M. Kaufman & Son
Lansing ... E. G. S.
Litchfield ... Worley Wear
Mendota
Fosters Uphols. & Drapery
Moline ... Block & Kuhl
Mt. Vernon ... The Mammoth Store
Murphysboro ... B. & K. Furniture
Oak Park ... Century Drapery
Paris ... Jones of Paris
Pekin ... N. Rewling
Peoria ... Block & Kuhl
Peoria ... Fay Fabrics
Quincy ... Stipe Co.
River Forest
Davis Roth Drapery
Rockford ... Block & Kuhl
Rockford ... D. J. Stewart Co.
St. Charles ... Colson's Dept. Store
Sterling ... Dunbar Furniture
Streator ... Metcalf's Furniture
Washington ... Floors & Walls
Waukegan ... Goodman's
Westchester ... Chintz & Prints
Wilmette ... Brandt Upholstery
Winchester ... The Lashmet Store
Woodstock, Woodstock Dry Goods

INDIANA
Anderson ..... House of Stone
Auburn ... Schaab & Brothers
Bloomington ... The Wicks Co.
Bluffton ... H. W. Waimer Co.
Columbus ... Joseph Hilger
Columbus ... The White House
Crawfordsville ... Hall's Emporium
Decatur ... Niblick's
Elkhart ... Charles Groth Co.
Evansville ... The Curtain Shop
Ft. Wayne ... Earl Groth Co.
Greensburg ... Daimbert & Co.
Indianapolis ... L. S. Ayres & Co.
Indianapolis
Arlington Fabric Shop
Indianapolis ... Wm. H. Block Co.
Jasepr ... Sermersheim Brothers
Kokomo ... William H. Turner Co.
Lafayette ... Reifer's Furniture Co.
Logansport ... Golden Rule
Marion, Model Venetian Blind Co.
Muncie ... Lawler's of Muncie
New Castle
McCormick Hammer Co.
North Blesville
Graycraft Dry Goods
North Manchester
S. Oppenheim Co.
Peru ... Smith Merchandise Shop
Plymouth, L. M. Bosworth Co.
Richmond ... Lawler's
Rochester ... Kindig's
Shelbyville ... P. G. Sanders & Son
Sheridan ... A. Weaver & Son
South Bend ... Main Drapery Shop
South Bend ... Wyman's
Wabash ... F. H. Dent, Store
Warsaw, L. E. Carter Dept. Store

IOWA
Cedar Rapids ..... Cartwrights
Davenport ... Block & Kuhl Co.
Decorah ... C. Goetch's
Des Moines ... Younker's
Marshalltown ... McGregor Co.
Newton ... The Curtain Shop
Oskaloosa ... Alsops
Ottumwa ... Kiple & DeGrenger
Sioux City ... Younker-Davidson

KANSAS
Hutchinson ... Pegues-Wright
Kansas City ... Bill Davis Shop
Mission ... Fabric Fair
Topeka ... Pelletier Store Co.
Wichita ... George Innes Co.

KENTUCKY
Ashland ... Topping Christain
Covington ... J. R. Coppin Co.
Hopkinsville ... Reach Furniture
Lexington ... Purcell's Dept. Store
Lexington ... Stewart Dry Goods
Louisville ... Fabric Shop
Louisville ... Stewart Dry Goods
Madisonville, Baker & Hickman
Owensboro
McAttee, Lydane & Ray
Paducah ... Watkins
Shelbyville ... Stanley Lawson

LOUISIANA
Alexandria ..... Wellan's
Baton Rouge ... Dunton's
Baton Rouge ... Tresslar's
Lafayette ... Maurice Hymann's
Monroe ... The Palace (Annex)
New Orleans, D. H. Holmes & Co
New Orleans ... The Kraus Co.
Opelousas ... Abdalla's Furn. Store
Ruston ... Mervine-Kahn Co.
Ruston ... Lewis & Co.
Shreveport ... Hemenway's
Shreveport ... Murphy's

MAINE
Portland
Porteous Mitchell & Braum

MARYLAND
Annapolis ... The Fabric Mart
Baltimore ... Hutzler Brothers Co.
Baltimore ... Lomax Decorators
Baltimore ... The May Co.
Baltimore ... New York Outlet Store
Bethesda ... Smith's Inc.
Cambridge ... Harrington & Wilson
Easton ... Atkinson's
Laurel ... Laurel Fabric Shop
Lexington Park
The Hub of Southern Maryland
Salesburg
Robert Withey Interiors
Silver Spring
J. C. Penney Co. Inc.
Westminster
T. W. Mather & Sons

MASSACHUSETTS
Attleboro ..... Fines Inc.
Boston ... Jordan Marsh Co.
Boston, John H. Pray & Sons Co.
Brockton ..... Atherton's
Chelsea ..... Beacon Supply
Dedham ... Mill No. 2
Dorchester ... Jeans Decorators
Dorchester ... Sam Quasha
Fitchburg ... Kidder & Davis
Franklin ... Mayflower Textile
Gardner ... Arnold Fabrics
Greenfield ... Wilson's
Holyoke, McAuslan & Wakelin Co.
Malden ... Cherkas's
Malden ... Samuel Harris Co.
Melrose ... American Upholstery
Natick ... Natick Mill Outlet
New Bedford ... C. F. Wing Co.
Northampton ... McCallum's
Northampton ... Helen Todd
Northampton ... T. H. Todd
Norwood ... Martin Fabrics
Plymouth ... Buttner Co.
Springfield, Chase Sales House
Wellesley ... E. A. Davis & Co.
Worcester ... Mill End Shops

MICHIGAN
Adrian, Adrian Curtain & Drapery
Alma ... Sawkins Furniture
Alpena
Better Home Curtain & Drapery
Ann Arbor ... Deluxe Drapery Co.
Ann Arbor ... Goodyear's
Battle Creek ... Welsh's
Bay City
Anderson's Fabric Center
Bay City ... Westgard's
Dearborn
Thomas H. Billington Inc.
Detroit ... Bedell Co.
Detroit ... Byron Studio
Detroit ... Cadillac Drapery
Detroit
Decorative Curtain & Drapery
Detroit ... J. L. Hudson Co.
Detroit ... Ernst Kern Co.
Detroit ... Mack Avenue Curtain
Detroit ... Crowley Milner
Flint ... Flint Woolen Co.
Flint ... Smith Bridgman
Flint ... Smith Bridgman
Grand Rapids, The Drapery Shop
Grand Rapids ... Metzelsheimer's
Grand Rapids ... Steketee's
Grosse Pointe ... R. E. Harrison Co.
Grosse Pointe
Jacobson's Home Decor. Serv.
Grosse Pointe Woods
Rabaut's Fabric Mart
Holland ... De Vries & Dornbos
Jackson
C. E. Kennedy Draperies
Kalamazoo ... The Vogue Shoppe
Lansing
Arbaugh Custom Decorators
Monroe ... Mohlson & Son
Mt. Clemens ... Priehs
Muskegon
Bassett's Home Comfort Store
Pontiac ... Moll's Inc.
Plymouth ... Cadillac Drapery
Saginaw ... Mar Allen Shop
Saginaw ... McMullen Drapery
Saginaw ... A. A. Myers
Saginaw ... Wiechmann's
Sodus ... United Textiles
Traverse City ... J. W. Milliken
Wyandotte
Lucille's Linen Shoppe

MINNESOTA
Austin ..... Jane's Drapery
Fergus Falls ... O'Meara's
Hibbing ... Herbegers
Minneapolis ... Dayton Co.
Red Wing ... Peterson's
St. Cloud ... Fenner's
St. Paul ... Schuneman's
Virginia ... Ketola
Worthington ... Wright's

MISSISSIPPI
Brookhaven ... McGrath's
Jackson
R. E. Kennington Co.
Laurel ... Fine Brothers
Laurel ... Mattson Co.
Meridian ... Marks Rothenberg Co.
Tupelo ... J. W. Reed Co.

MISSOURI
Cape Girlideau ... Rust & Martin
Clayton ... B. W. Fendelman
Independence ... A. J. Bundschu
Jefferson
Edwards Shade & Linoleum
Joplin, Christman Dry Goods
Kansas City ... Duff & Repp
Kansas City, Emery Bird & Thayer
St. Joseph ... Hersch Brothers
St. Louis ... Cavsey Furniture Co.
St. Louis ... Famous Barr
St. Louis ... Glean Fabrics
St. Louis
Scruggs, Vandervoort, Barney
St. Louis ... Phil Sieber Drapery
Sedalia, C. W. Flower Dry Goods
Springfield, Sedgwick Furniture

NEBRASKA
Holdrege ... Home Decorating Shop
Lincoln ... Miller & Paine
Omaha ... Fries Drapery Shop
Omaha ... Kilpatrick's
Omaha ... Orchard & Wilhelm

NEW HAMPSHIRE
Laconia ... Currier & Co.
Laconia ... Lougee Robinson Co.

NEW JERSEY
Asbury Park
Asbury Drapery Shop
Atlantic City ... M. E. Blatt Co.
Atlantic City ... The House
Atlantic City
Kensington Carpet Co.
Atlantic City
South Jersey Upholstery Supp.
Atlantic City
Upholstery Supply Co.
Bridgeton ... Rovner's Dept. Store
Bridgeton ... The Zambone Store
Camden ... J. B. Van Dever Co.
Dumont ... Sullivan's Fabric Shop
East Orange
Biltwell Upholstery Co.
East Orange
East Orange Mill End Shop
Hackensack ... Lyric Silk Shop
Haddon Heights
Ellory & Virginia Scribner
Morristown ... M. Epstein & Co.
Newark ... L. Bamberger & Co.
Newark ... Hahne & Co.
Newark ... McGregor Co.
Newark ... Sherman Decorators
New Brunswick
Capitol Decorators
North Arlington
Otto's Upholstery
North Bergen ... Seaton Furniture
Passaic ... Herman Brothers
Paterson ... S. Radin
Perth Amboy
Carleton Upholstery
Plainfield ... M. Epstein & Co.
Red Bank ... Sherman Decorators
Red Bank ... J. Yanko
Ridgewood ... Old Colony Shop
Salem ... Mitchner's
Summit ... Carroll's
Trenton ... Bootherstone Interiors
Trenton ... Ferd J. Convery
Trenton ... S. P. Dunham Co.
Trenton ... Faber's
Trenton ... Nevius-Vorhees
Trenton ... Parkway Decorators
Trenton ... Carl Rein
Trenton ... Reliable Silk Shop
Trenton ... J. B. Van Sciver Co.
Trenton ... Yards Dept. Store
Vineland, Vineland Upholstery Co.

NEW MEXICO
Albuquerque
American Furniture Co.
Albuquerque ... Home Beautiful
Albuquerque ... The Fabric Shop
Clovis ... Dorene's Fashion Fabric
Roswell, Purdy's Furniture Co.
Santa Fe ... Dendahl's

NEW YORK
Astoria ..... Weiler's
Bayshore ... Mutual Decorators
Brooklyn ..... R. Cohen
Brooklyn ..... Felds Silk Store
Brooklyn
Ferziger's Fine Fabrics
Brooklyn ..... Reichl's
Brooklyn ... Ornstein's Decorators
Brooklyn ... Plymouth Decorators
Buffalo ... J. N. Adam & Co.
Buffalo
Gage Decorative Furniture
Buffalo ... William Mengerer Co.
Buffalo ... Albert W. Curtis Store
Buffalo ... F. Irving Pfau
Buffalo ... The Yardstick
East Hampton ... Diamonds
Hamilton ..... J. Wigod
Franklin Square
Grand Rapids Upholstery Co.
Fresh Meadows
Bloomingdale Brothers
Garden City
Frankel's Cotton Store
Great Neck ... Greenwald's
Hempstead ... Franklin Shop
Hempstead ... Nassau Decorators
Johnson Mills ..... Newell Mills
Jamestown ..... Bigelow's
Jamestown ..... Kenneth's
Kenmore ..... Shaw's Textiles
Levittown ..... Meyer's
Manhasset ... House of Fabrics
Mt. Vernon ... Reliable Silk Store
New Rochelle
Bloomingdale Brothers
New York ... Bloomingdale Bros.
New York ... Gimbel Brothers
New York ... H. Macy & Co.
New York ... Sandor Decorators
New York ... W. J. Sloane
New York ... Stern Brothers
New York ... John Wanamaker
Niagara Falls ... Kahn Decorators
Nyack ..... Bliss Decorators
Olean ..... A. E. Ewing
Patchogue ..... Canton's
Peekskill
Gilbron Uphol. Decor. Service
Portchester
Rockville Center
Centre Decorators
Searsdale ... Charles N. Mead Co.
White Plains
Cantor & Ackerman
Yonkers ... Manchester Silk Store

NORTH CAROLINA
Asheville ..... Bon Marche
Burlington ... Textile Sales Room
Charlotte ... Belk Brothers Co.
Charlotte ... Dorsey's Inc.
Concord ... Belks Dept. Store
Goldsboro ..... Weils Inc.
Greensboro ..... Meyer's Co.
Greensboro, Morrison House Co.
Greenville ..... Belk Tyler
High Point
Efirds Department Store
Lexington ... J. F. Ward Co.
Maiden ... Maiden Fabrics
Raleigh ... Weaver's Textile Co.
Roanoke Rapids
Leggett's Department Store
Rocky Mount ... Decorative Fabrics
Rocky Mount ... Weavers Fabrics
Salisbury ... Dave Oestreicher
Whiteville ... Leder Brothers
Wilson ... R. E. Quinn Co.

NORTH DAKOTA
Fargo ... Store Without A Name

OHIO
Akron ..... O'Neil's
Akron ..... Robert Bunker
Avon Lake ..... Kendall's
Ashland ..... The Home Co.
Athens ..... Baker & Stauffer
Barberton ... C. Weigand Furniture
Bellevue ..... A. Ruffing Store
Bucyrus ..... Lamb's
Cambridge ..... Dys Co.
Chagrin Falls ... Brewster Church
Chillicothe ... Hess & Shipley
Cincinnati ..... Shillito's
Cleveland ..... Halle's
Cleveland ..... Higbee's
Cleveland ..... Taylor's
Columbus ..... Lazarus
Dayton ..... Rike Kumler Co.
Delaware ..... Harding's
Elyria ..... Metzger's
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Elyria ... Welsh Drapery Shop
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Lima ..... Gregg's
Lorain ..... Fenner Floors
Mansfield ... H. L. Reed Co.
Marietta ..... Bonham's
Medina ..... Ziegler's
Middletown, Rathman-Troup Co.
Middleburg Heights
Cleveland Fabric Shops
Milan ..... Edwin Jackson
Millersburg ..... Don Gensemer
Mt. Vernon ... The Rudin Co.
Newark ... F. J. Carroll Co.
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South Euclid
Bradley's Window Shop
Toledo ..... Lamson's
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Ardmore ..... A. B. Rawlins
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Oklahoma City, Harbour Longmire
Oklahoma City ..... Kerr's
Ponca City ... Glenn Paris & Sons
Shawnee ... The Cooke Co.
Shawnee ..... Kib Warren's
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PENNSYLVA
Ardmore ...
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Chester Un
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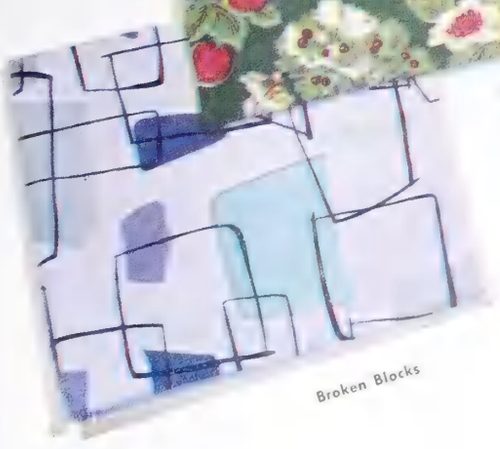
Feather Fern



Deerfield

Street Scene

Johnny Appleseed



Broken Blocks

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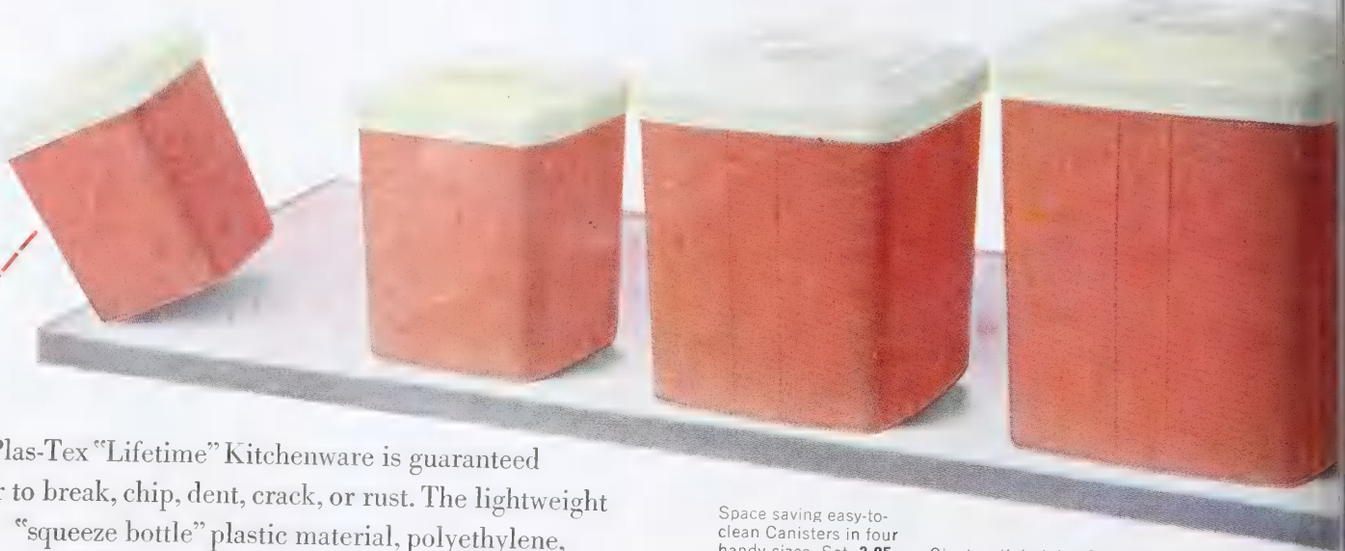
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ɔO MUCH SUN, TOO MUCH WIND

CONTINUED FROM PAGE 296

hey can pick and eat. further consideration ack over the landscap- nds to date. Both my I have a great love . We believe that the home, in the measure esents the soil of our one of our greatest urces. It is to be used sed, and certainly pro- ɔt improved. We are scious of the fact that and people can work her's advantage even l scale of a homesite. son we have left some example, *Albizzia leb-* are considered pests ɔple living in this area. and pods of this tree ually cluttering the characteristic can be- ue if the leaves are eaf mould. Raked and with grass clippings and seaweed, they form an excellent compost. The humus that results from the disintegration of this organic matter is then returned to the soil, adding to it and improving its texture. This rich soil is also used for plants inside the house that require a rich media because of root confinement.

The procedures followed in landscaping this home are unique only in that the area is unique. The *principles* that we have tried to follow would prove true anywhere. Certainly the most successful gardeners are at the same time plant ecologists. Also this is a new garden, and only in this part of the country where we have such phenomenal plant growth could so much be expected in so little time. The really beautiful gardens of the world are the old gardens where nature has had time to twist and turn her children to her liking, correct where man has been mistaken.

BUILD THE HOUSE YOU CAN'T AFFORD

CONTINUED FROM PAGE 232

the center of their d daily efforts, truly of the family. They ut $30,000 in cash into have also put in a enings and hundreds ls—about 5,000 hours it can be called labor abor of love) and per- urs more in designing the plans and the many he house and built-in e can't put a price on ut we can put a value riceless.

an works as well as orks for himself. No e as personally satis- one you will build for terrace you lay or garden you plant and believe us, it's not the one, it's the quality of ship itself. You can't staking care and atten- give it.

ot architects. We are rs and masons. But men—and so are we. we be. America was supermen. It was built who disliked cold, t, and blisters as much today. Some of them some of them built badly, but they did what they had to do, and were probably surprised they could do as well as they did.

But one thing they did do: They took the plunge. Theirs was a life of affirmation, of positive statements, and not one of excuses and procrastination and complexes. While someone in ancient times was proving that motion was impossible. Diogenes got up and walked away from the discussion. After some physicists had proved that man would never fly, men took off and flew only 50 years ago. *America was not discovered; it was made.*

The same is true of a good house. It is not a matter of definition or chance: it is an accomplishment. It is the end result of daily decisions, not of daily postponements.

The Parker house demonstrates this for us all. That's why it is a Pace Setter. The first thing, then, as we've said, is to decide *now* to build a house, even if you have only enough money for the lot. Look and look and learn what you can by looking at available sites and houses and magazines.

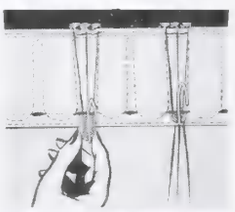
Actually, all this prepares you to be a good client for a good architect. And it's the good client that makes the good house. Fully as

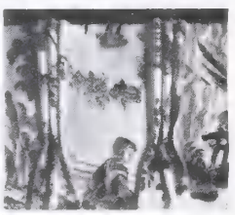
(*Please turn the page*)

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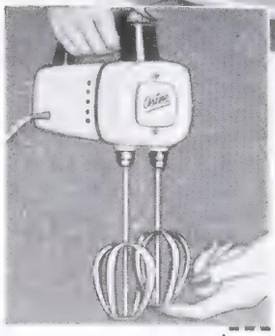
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HOW TO BUILD THE HOUSE YOU CAN'T A

CONTINUED FROM PRECEDING PAGE

much as a good architect. Why? Because a good house is only good if it's good for the people who live in it, good for the site it's built on, or the climate it's built for. It's *not* a good house because it looks like another house, however much publicized or copied. *It's good only in terms of the conditions it's supposed to meet.*

As a matter of fact, it takes a good client to pick a good architect to begin with—one whose work has been seen "in the flesh," with whom understanding is mutually possible. This is the next phase of the house you'll want to live in and for which you have now selected, with the architect, the site needed. (Remember: Good, bad, or indifferent, most architects charge about the same percentage of the total cost of the house, so yours might as well be the best you can find.)

Here is where you begin to learn the facts of building life, where you'll learn to surmount the insurmountable, spend money you don't have for things you must have. And so you should! Because that's the way to have them while you can enjoy them.

A man's resources are not simply the money he has in the bank. It is his confidence in himself, in his ability to make a living with his hands and his brains. That's the great capital possessed by the pioneers—and it can still build the house you can't afford.

Learn to know yourself and your family. If you don't really like to read, don't plan a room that will be wasted on a library. Plan one for what you *do* like: music, family games, or just sitting around with a newspaper and a TV set.

Discuss your special case with your architect. He's the doctor and he depends on your telling him exactly what he must know. Be flexible when he advises you from the wealth of his experiences and education. But learn all you can. The more you know the better your house will be when you finally get around to building it. And the better you'll be able to supervise the work, cut costs, and insure good workmanship. You might even learn to do some of it yourself. Why not? Winston Churchill learned to lay bricks in his old age, and the chances are you are much younger.

Sure, you can't do everything—the wiring, plumbing, masonry, carpentry. Even Parker help of a fine, master named W. H. Wheat, w with him on and off, t entire job. But you can it. How much depends o what you will do will ha for you that will never "See that wall," you'll the stone and laid it u say it with all the justif of a man who has helpe own home.

Get to know your regi as Parker knows his. S site for a full year. Stu rection of the wind (mighty useful in the sun the angles of the sun (n in the winter). And you ing your architect that v

Get to know materi stone, cement, brick, g some of the rocks in home with you. Look at with them. Get the fee Do the same with unpa stained wood. They wil you. You'll begin to se mean when we talk abo *est structure* of the Pac the direct use of materi ing to their natural te color and pattern.

Before you know it, decorating your house building it with the ma like. You won't need n in the way of paint or The sun, too, can dec house by the way the li through the windows o or through the trellises. money. And it is more than anything money spent for.

When you look at the the Pace Setter or house, think of all the Open yourself to a new view, if you have prejudi stone walls, or brick wa finished, wooden walls. not only cost money, your range of experience ure. If Parker had insi wooden house, instead o working out the best hous with the materials he had still be living in a tw house waiting for enough the bank before he w with his new one.

You'll probably save m if you don't worry about let style take care of i

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important at all.
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Parker's Pace Setter,
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children, a wife who
n tropical gardening,
able to lay stone as
well as the Mayans.

And it won't be a prairie house unless you live on a prairie. Or a ranch house or a split-level house or any kind of house, unless it's the best kind of house for your kind of person and place.

But if you go ahead and solve every problem that comes up—no money, a "poor" lot, and only you know what else—you'll surely end up with a house you thought you could never afford, and a better one than those many people have spent fortunes on. Who knows? It might be the Pace Setter of 1956.

TO BE A PACE-SETTING GOURMET

CONTINUED FROM PAGE 267

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f. Like Frank Lloyd Wright's architecture which is always true to the nature of the materials, the gourmet always tries to bring out the intrinsic nature of the food itself.

Take a pot of coffee. There are those who say that if you are a true epicure you will roast your own bean and grind it religiously by hand (not electricity) just before you use it.

As one who has trustingly tried it, I can report that all this entails a great deal of trouble, work, and expense, and that it may result in so much eye-wash. Far better, I've found, to leave roasting, and even grinding, to Mr. Martinson, Savarin, A & P Bokar (or fill in your own favorite name). Let them haunt the hills of Haiti, Colombia, and Brazil; let them blend the beans of half a dozen countries. When you've leafed through the tomes devoted to these branches of the coffee industry, you're quite willing to leave some facets to the experts.

Still there remains quite a lot that you must do yourself. You must give time, thought, and a vivid interest to the selection of your brand. You must taste, consciously, not just once in a while but every day, to make certain that the brand is not falling off, that the coffee is fresh, that there are no off-flavors that might come from storing it close to spices or a pepper box, that there is not even the faintest taste of the pot.

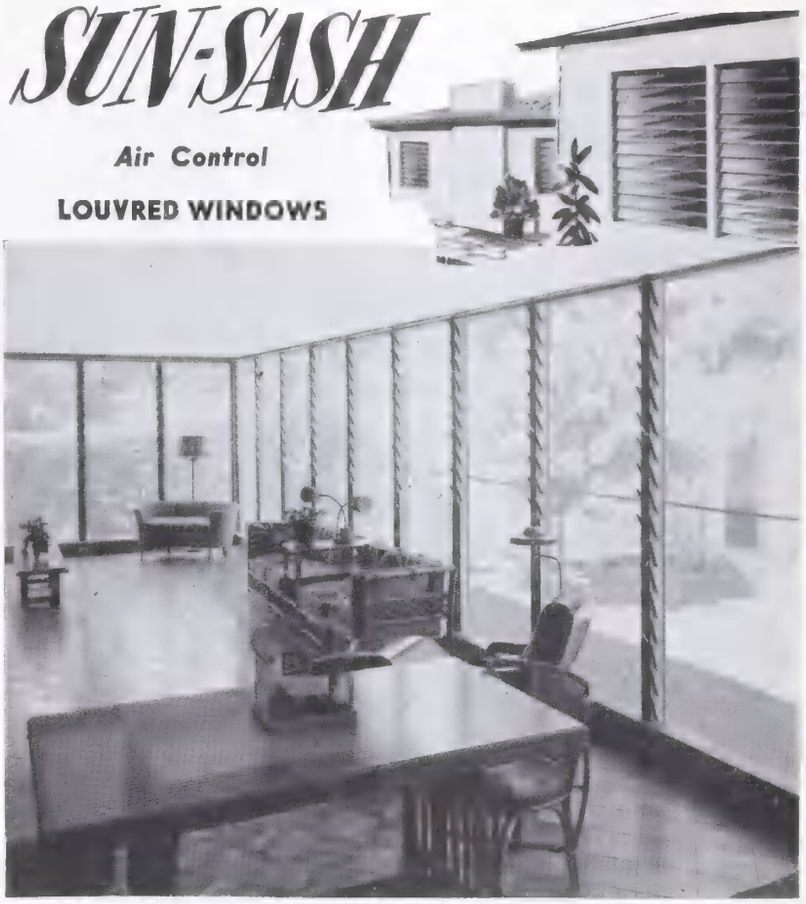
After you have made your choice of a brand, you must choose also your method of brewing, whether by percolator, drip, Silex, Chem-X filter, automatic coffee maker or just plain pot. Then you must select the appropriate grind. You must settle upon the correct amount

(*Please turn the page*)

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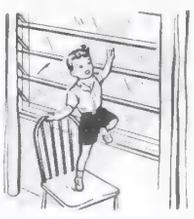
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HOW TO BE A PACE-SETTING GOUR

CONTINUED FROM PRECEDING PAGE

of coffee, for measurement will vary widely with the blend and with your taste. You will store an opened can with the utmost care, bypassing, we hope, the canister where aging oils left from last week's, and even last month's, coffee can mar fresh flavors. In one way or another, whether on the kitchen stove, on a Hotray or over a candle-warmer or an electric unit, the coffee will be served blazing hot and never in chilly cups.

For those who want it, there will be cream—thick heavy cream, maybe whipped (why not?) in the Viennese manner. Or perhaps you'd like your coffee *au lait*, the milk heated but not quite boiled, so that there will be no skin on it. At the table milk and coffee poured both at the same time into the super-sized coffee cup you picked up in New Orleans.

THE sweetening, too, will be chosen with care—sugar freshly turned into an antique bowl, with the loveliest spoon you own for the sugar shell, or lump sugar in crystalline blocks or dainty cubes for those who like small amounts. Or old-fashioned rock-candy crystals in a clear glass apothecary jar, tongs that really work. Or, most gracious thought for calorie counters, saccharin or the newer sucaryl tablets which leave no bitter taste even though you use a lot.

Could it be instant coffee? As of today, most epicures would say, "no." Maybe next year, or next month, or tomorrow, someone will have discovered an instant coffee or a concentrate comparable to a fine fresh brew. Made double-strength, a little masked with brandy, Zeste Morestin (bottled caramel) or spices, instant coffees can *taste* acceptable sometimes—after dinner. Maybe it's because of all the tastes that have gone before. But to the pure, uncluttered morning palate only a real cup of coffee will do. Instant coffees, unalloyed or fortified with flavor-holding dextrose, have improved immeasurably within the past few years. Certainly there are gradations in instant coffee, as in all others, and the finest instant, made strong, served hot, is superior to one that is wan and lukewarm, made from whatever bean by whatever method. They do have a place, even in the most epicurean set-up, as flavor-heighteners, adding depth to sauces, character to chocolate soufflés and frostings.

gourmet's breakfast tal
not yet.

COFFEE bags are a d
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—and you will receive,
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temperature, but experts insist that they should go (unwashed, please) into the refrigerator immediately and only removed one by one as they are to be used. If kept for any length of time, the temperature should be about 45° F.

How often do even the best cooks give rapt attention to each small detail in the simple process of frying an egg? The low temperature, the just-right amount of butter, the whites cooked just long enough to become set and snowy, the yolk high, proud and handsome in the center? And there's the knowledgeable trick to serving the egg in its own attractive cooking dish, so there can be no cooling, no congealing. But you must take care to remove the egg and its pan from the fire a moment or two before it is "done," for the hot pan continues the cooking a full minute or two. It takes only seconds, you know, to overcook eggs.

WITH all this perfection, perhaps something is missing. The glow and tang of red currant jelly or blackcap preserves, wild strawberry jam, the jade of damson plums, or the wild sweet musky deep-purple, hot-summer taste of elderberry jell' (as they say in Western Pennsylvania). It could

(*Please turn the page*)



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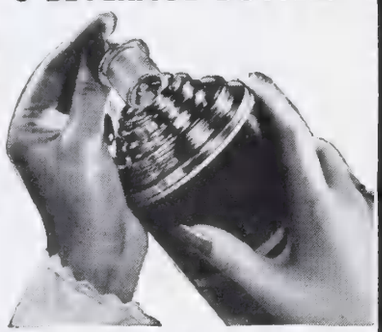


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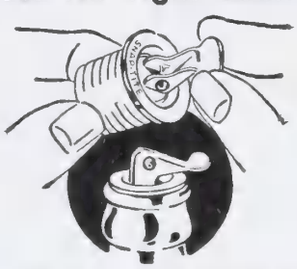
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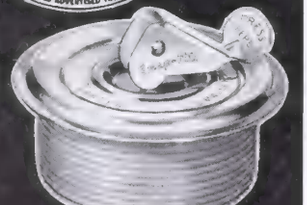
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HOW TO BE A PACE-SETTING GOU

CONTINUED FROM PRECEDING PAGE

have been brought from Bar-le-Duc, France, made in Pittsburgh by Heinz, in Oregon by Dickenson, or by Tiptree's of London, or put up according to your husband's aunt's receipt from berries you picked on a hot August day, parting the goldenrod and wild asters to get to the bushes.

Whether bought or homemade, it doesn't matter, as long as they're made from the best and freshest, and with care, skill, interest, and an honest respect for your materials.

Often that one final, highly individual touch will be the most remembered part of the meal, for there is a kind of last-shall-be-first and first-shall-be-last principle in the art of fine eating. One small point of perfection pulls the whole thing together. Because there is art involved, a successful pure-delight of a meal is more than the sum of its excellent parts—or it can be less.

This brings up a whole new facet: How do you make the different parts of a meal come out right, a perfect whole, a truly satisfying creation? There are rules and tenets, guides, whole books of menus, and yet even Escoffier admits in the introduction to *A Guide to Modern Cookery* that the planning of an epicurean meal is a feat far more difficult than the execution of any one dish.

IN MANY ways, making a menu is like writing a sonnet. Unless you know the rules and abide by them, at least in part, there can be no sonnet. Then again, yours may be letter-perfect to the last iamb and yet, unless something magical, inexpressible, individual and personal has happened, you have nothing but an exercise.

If poetry, accord Wordsworth, is "e lected in tranquillity ing is gastronomy s ticipation. Somehow must be able to pr into a future situati the weather be, the guests, the state of t of the charcoal, the r Camembert, the str cocktails, the age of these and a dozen must be considered a size of your dining q and allergies, how spoons.

BECAUSE there are ables for every o next to impossible to out of a book, as you And it's almost as d peat verbatim one menus. It is, in fact, to summon back out romantic moment tha a perfect meal.

Robert Chew, who cellent Cantonese r New York is incongru the Chinese Rathskel story of a Chinese Peking years ago. T acquired, in the cou tinguished career, a siderable repute and of temperament. The planned was for a gr ness associates and t let it be known that "something extraordin

Weeks, days passed no activity in the preparations. No flur cook, lost in thought A few hours before th tables were covered legs. The mandarin wa But the dinner was a

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n, a *tour de force.*
of a dozen courses,
s' legs, but so trans-
dualized, ineluctа-
darin's dinner be-
c of conversation,
ngratulations as far

s later, quite natu-
darin planned an-
The frogs' legs, of
repeat the frog-leg
ne cook shook his
"Never repeat," he
ld not ask a great
t his masterpiece.
be—only once."

mind all such dis-
, there are a num-
ides for assembling
interesting menus.
cable to simple as
ate meals, good to
hether you're plan-
ast, lunch, dinner,
. And the core of
is *contrast.*

in flavor. Sweet
and spicy, robust
his is the most im-
the elements that
food combinations.
put wine or herbs
very course, though
w many people do,
they begin to "go

in texture. Creamy
and soft, solid and
and crunchy. Many
assic combinations
tenet. The rich
Lobster Newburgh
toast. A bisque is
cracker; a salmon
hed with shimmer-
cream has a scatter
réed vegetable with
s; no stew after a
en mousse followed

3. Contrast in color. Here, of course, is the opportunity for the heyday of the tea-roomy. Americans are constantly criticized for their tendency toward prettied-up foods. Nevertheless it is an important consideration, especially as, because of some curious alchemy of nature, meals that provide the proper contrast in colors, white and gold, green, scarlet and brown, happened to provide also the full and nutritionally proper composite of minerals and vitamins.

It is necessary to avoid the clichés—the overworked parsley sprig, the tortured radish rose, the violent maraschino cherry, and the green-minted pear. If you find yourself too often using decorations just for color, have a care. Be wary, also, of following a red tomato soup with a dish of beets and a raspberry sherbet.

Avoid the obvious. Carrots and peas are pretty together—also pretty dull. Parole the omnipresent paprika. Use pimiento instead for that dash of color on potato salad, or chopped herbs, capers with anchovies curled around them, or a tiny, tasty Norwegian sardine in a green pepper ring.

There have been times in history when monochromatic menus were the thing. However, remember Huysman's *diner en deuil*, all in black from the caviar through the fruit-cake!

4. Contrast in shape and size. A big ham, for instance, is most attractive on a buffet and most convenient when surrounded with thin slices, garnished with clove-studded seckel pears. Sea food in a croustade would not be followed by a tart. And imagine the horror of a completely globular meal: melon balls, followed by codfish balls, potato balls, whole beets and, for dessert, snowballs. (It happened; it really did!)

(*Please turn the page*)

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HOW TO BE A PACE-SETTING GOURMET

CONTINUED FROM PRECEDING PAGE

5. Contrast in temperature. From the gourmet's point of view and the nutritionist's, the all-cold meal is anathema, even on the hottest day. And an all-hot meal is overpowering, come blow or blizzard. Hot pot roast, hot biscuits, hot gravy, hot mashed potatoes, hot steamed pudding and piping hot coffee are perfectly good food, but they cry out for crisp Pascal celery stalks, cucumber pickles, a tomato salad. And a fruit dessert.

Many of our traditional American combinations provide a delightful contrast in temperature. Frosty sherbet served with the roast. Hot fudge sauce over ice cream. Sizzling canapés with frosty cocktails. Brown Betty with chilled hard sauce. Hot potato salad with cold cuts. And always one should emphasize and preserve these appealing differences. Make sure that what is hot stays really hot, and what is cold stays cold.

SO MUCH for the rules. As in all art and composition, you should know them. If you break them, do it knowingly—on purpose. All of which leads us right back to the beginning—being a gourmet is a state of mind.

But being a Pace-Setting gourmet is a state of mind *plus*. Plus something that might be called "flair," a zest for exploration and discovery—imagination, the kind of initiative which prompts you to find the best baker in the whole neighborhood. Maybe it's a woman who bakes only a few extra loaves a week and each one exquisite. So you make a "deal" with her on occasion or on a regular basis. Or you discover a pastry shop that makes old-fashioned "freezer" ice cream to order, or the most elegant meringues. And you are careful to place your order conscientiously at least two days in advance.

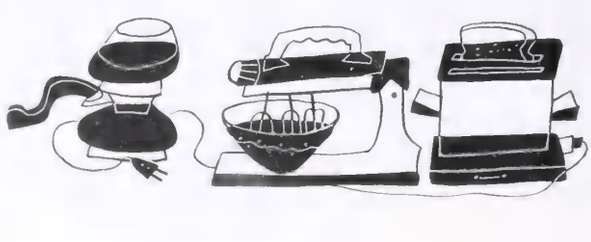
Like Mrs. Parker, you make a study of the local edible flora and fauna—the fruits and vegetables, sea food and game. Find out where you can get them for your table. Party Editor, Virginia Stanton, contracts with a fisherman in Carmel to take all the Monterey prawns he can bring in to her. (These incredibly delicious and gigantic prawns are not commercially fished because so few people know enough to want them.) Not too many people in Ohio's rich farmlands care enough to seek out the wonderful limestone lettuce which Kitchen Kibitzer Trader Vic has flown to his restaurants in Oakland and San Francisco. Only a very few in New England know that most delicate delight of eating wild fiddleback ferns. But we have one neighbor in Connecticut who has taught her children to find them early in the spring, before the fronds uncurl. So that at least once a year she can invite two or three chosen epicures to share a lunch of fiddleback ferns which she cooks like asparagus, serves with hollandaise.

As in other arts, there are trends and styles. The Pace-Setting gourmet is a fashion leader in foods, who knows about the dishes of many lands and various eras and has the imagination to adapt foreign and olden delights to the likes and tempos of today. Pace-Setter gourmets a few seasons back started the vogue for barbecues. Now they are introducing into their communities the secrets of smoke-cooking, using new portable stoves, translating the enormous stone "beehive" ovens of ancient China, the smokehouses of Prague and Old Virginia.

It goes back as far as man can remember, points forward as far as anyone can envision. It's the most exciting, compelling, rewarding avocation. It's *fun* to be a Pace-Setting gourmet!

The subject of curries is endless—and endlessly controversial. There are thousands of curries and neo-curries . . . curries of chicken, beef, eggs, fish and vegetables. Some people like a very faint

(*Please turn to page* 309)





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other fine

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Melmac molding material . . . here shown in metal-flecked Copper
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ce breaks, cracks or chips within a year in normal household use.

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TO BE A PACE-SETTING GOURMET

CONTINUED FROM PAGE 306

Others like it torrid
al sun. Generally cur-
ored with curry pow-
n this statement has
meaning, for curry
t one special and par-
but rather a medley
ices. Usually about
netimes as many as
ngs go into it—tur-
ally, ginger, garlic,
mes, cassia and cinna-
hot peppers. Combi-
proportions vary with
he region, the family,

to say whether this,
ease and speed, is an
ry? Certainly it tastes
ike one which was
at famous Maiden's
Delhi. The rich glow
in it, provided by
the flavor of coconut
many people consider
any curry worthy of

urry of Chicken

recipe you may use
ien fricassee with or
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ith bones" seems to
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other people find the
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e, using a 14-ounce
or 3 servings. For a
ly the recipe and go
ore gala by adding
paniments. You will

hicken fricassee
on or Glen Hall
nion flakes
der

to ketchup

ustard

ire sauce
inger (all optional)
vy from 1 can chicken
1 gently fried onion,
2 tablespoons Glen
onion flakes, ½ to 1
good curry powder
(Crosse & Blackwell, Spice Islands, Wagner's or any one of a dozen others), 1 clove garlic put through the press, 2 tablespoons Heinz tomato ketchup, 1 tablespoon coconut, ¼ teaspoon salt. You may also add, if you wish, ½ teaspoon Colman's dry mustard, ½ teaspoon Worcestershire sauce and/or ¼ teaspoon powdered ginger. Stir well. Bring to a boil. Spoon the sauce over the pieces of chicken so that they are well covered with it. Cover and allow to stand in a warm place 10 to 20 minutes. This allows the flavor to blend and permeate the meat.

At serving time: Heat curry but do not boil. Serve, accompanied by fluffy rice, and provide a bevy of curry accompaniments, such as:

Chutney
Freshly grated, quick-frozen, or canned Southern Style coconut which has been soaked for 20 minutes in thin cream and drained. Tastes wonderfully fresh after such treatment.
Chinese plum sauce
Shredded green pepper
Chopped hard-cooked eggs
Salted and chopped nuts (almonds, pecans, cashews or peanuts)
Diced bananas
Mangos or papayas
Fresh or canned sliced baked oranges
Broiled canned peaches or apricots

The table setting on page 265 owes its pace-setting distinction to the following accessories:

China: Gold and copper lustre, Flintridge China Co., Pasadena, Calif.

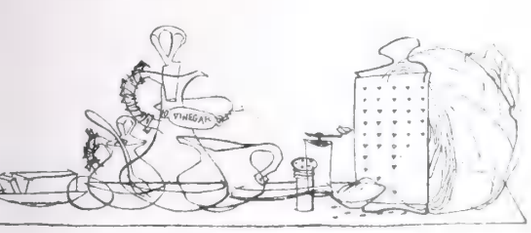
Sterling flatware: "Silver Rhythm" pattern, International Silver Co., Meriden, Conn.

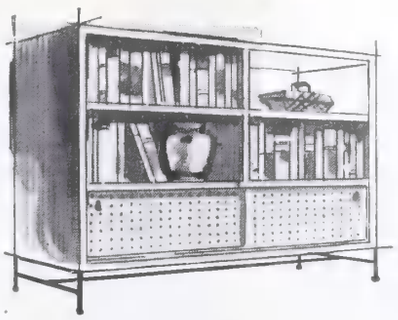
Glassware: Tokay color "Dusk" glasses, Fostoria Glass Co., Moundsville, W. Va.

Place mats: Handwoven Portuguese string mats with "Lurex" thread, Loom & Shuttle Shop of Lydia Phillips, Delmar, Calif.

Accessories: Brass pepper mills, courtesy Bergdorf Goodman Co., New York. Enamel on copper salt dishes designed by Jade Snow Wong, hand-made wood bowl designed by Finn Juhl made by Kay Bojesen, and two wood leaf-shaped trays by Tapio Wirkkala, all courtesy of Georg Jensen, Inc., N. Y.

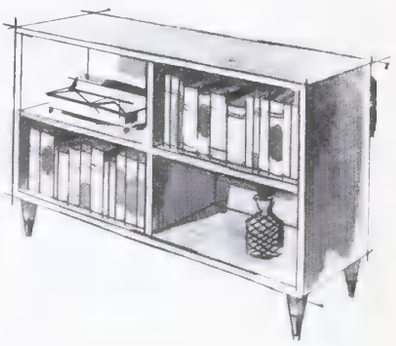
Furniture: Brass tea cart, Baker Furniture, Inc., Grand Rapids, Mich.





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Pattern below: Lady Wilhelmina

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How to WINTERIZE Garden Equipmen

Here's what to do now, so the power mow start next spring and the snow plow on a co ter morning—plus hints on buying gasoline

By Dr. Joseph E. Howland
House Beautiful's Garden Editor

Power Mowers to be stored for the w

1. Burn out old gasoline, or drain tank and car and use the gasoline in your car. *Warning*: let g drain out; never attempt to blow it out or car float may collapse.

2. Drain and clean sediment bowl to prevent fi

3. Brush dirt and dead grass from flywheel an der head fins to prevent future overheating of (first symptom of trouble—hard starting whe If you experience trouble often, replace sta screen with the new-type rotating screen that off dirt and grass clippings.

4. Refill with *fresh* winter-grade (important oline—or a gasoline-oil mixture if a 2-cycle (See page 312 for advice on gasoline to buy).

5. Start engine, allow to warm up. Adjust car for even-running (engine shouldn't stall when is suddenly opened for full power). Time spe on carburetor adjustment will be repaid next engines out of adjustment in the fall seldom all after a winter of storage.

6. Drain crankcase on 4-cycle engines and ref fresh oil (see page 314 for advice on oils).

7. Refill gasoline tank. It must be filled to the tank breathes when heat of day expands the air, hastening gum formation in the gasoline.

8. Remove sparkplug and pour in a teaspoon o oil. Turn engine over four times by hand while is cold to coat piston, cylinder wall, and rin oil (be sure to ground sparkplug wire to preve dental explosion of gasoline vapors).

an sparkplug and set the electrode gap to width
nended by your engine instruction booklet.
ng the sparkplug is especially important on a
engine.
tion system should provide a strong spark when
al wire is held ⅛″ to ¼″ away from cylinder
Check this now and have system overhauled if
is weak (magneto may be about to quit).

ighten all nuts; vibration quickly ruins any
ne.

lean and re-oil air filter. Don't discount its im-
ce. It plays a large part in cooling engine. and
fects fuel-air ratio delivered by carburetor (dirty
er causes a too-rich mixture, leading to over-
and hard starting when hot).

pply graphite to the drive chain if recommended
maker of your mower.

ush off all flaked paint. especially that trapped
joints and linkage of the governor and the
etor mechanism.

ray all unprotected metal surfaces with a rust-
or. (unless you have been lucky enough to get
the new airtight plastic mower enclosures
ing a vapor-releasing chemical that prevents
).

over air intake with wax paper or aluminum foil.

nowplows and stand-by generators in winter:

engine run until gasoline is consumed. Heat will
move water vapor from system. Adjust carbu-
hile engine is hot.

nge the crankcase oil in 4-cycle engines. Use a
Duty" oil because engine will run extra cool
winter.

in and clean sediment bowl (trapped water
freeze in cold weather).

ll tank with *fresh*. winter-grade (important!)
e—or the gasoline-oil mixture if a 2-cycle
(See page 312 for advice on buying gasoline).

an the air filter.

hten all nuts: excessive vibration can break
chilled metals.

all new sparkplug: old sparkplugs require more

(Please turn the page)

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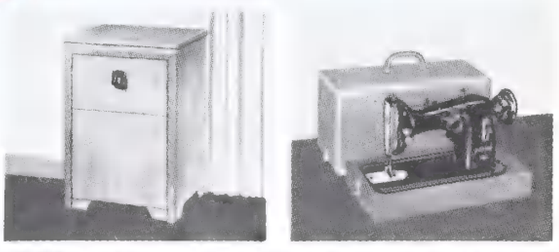
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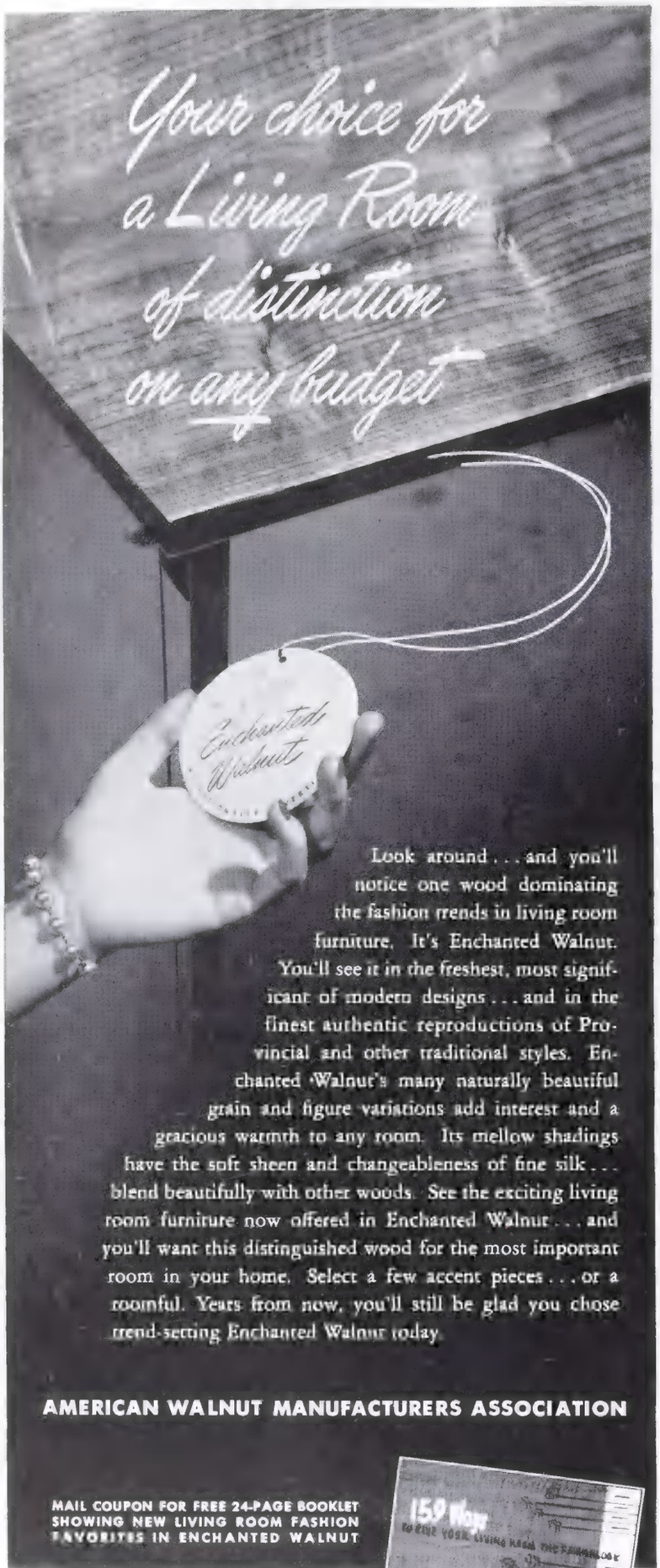
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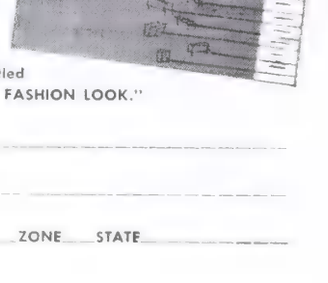
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HOW TO WINTERIZE GARDEN EQUIPMENT

CONTINUED FROM PRECEDING PAGE

voltage for firing. result in hard cold-weathe ing. Check engine booklet for recommended plug: (or write for free "Power Gardening" chart. Champion Sparkplug Co.. Toledo 1, You need a "cold" model for engines that will at full throttle for long periods (snowblowe example) to prevent cracking porcelain and electrodes.

Newest sparkplug for 2-cycle engine has 30° on ground electrode to prevent fouling—esp useful on older. worn engines. Using a "hotter" plug helps to prevent fouling on 4-cycle engi badly worn that they burn considerable oil.

8. Make a new cranking rope. Needs to be stron full length: Chilled engine needs a real spin t

9. Plan to change gasoline in December if you able to buy a winter-grade now. Winter gaso more volatile (hence useless in warm weather b it "boils" and causes vapor lock).

10. Start engine once a month to flush gasoline th the system. Engines left idle too long don't star

11. Store equipment in a *cold*. dry place: Ga usually better than basement because latter is w damper. resulting in more rust and gumming.

12. Remember always to allow time for engi warm up before applying load to any winter- equipment.

What gasoline to buy:

1. White (unleaded) is best—burns clean. leav lead deposit. As usually sold. it averages 75-78 ample for the 6:1 compression ratio of the s engines. But white gasoline is not easy to find in areas because adding lead is a cheap way to octane rating (and selling price). Of course. gasoline *can* be purified to any octane rating ("marine" white gasoline is usually 86 octane adding lead is cheaper than purifying. So you have to buy leaded gasoline.

You can use "regular" (83 to 87 research octa "premium" (89 to 94 octane) gasoline excep engines run under full. constant load (generator many leaf grinders. for example) without trouble from lead deposit.

Usually "regular" contains less lead than mium." so is safer for your small engine. But a one "premium." *Amoco*. contains no lead at all is white. while the "regular" of the same co

ıtain lead (all gasolines containing lead *must* ed according to law, although the depth of the the choice of the company and has no relation much lead is added).

ıe West Coast, the sulphur content of many " gasolines is high. "Premium" is recom- in these areas because of its lower sulphur

only *fresh* gasoline: buy in small amounts. cturers add de-gumming agents that protect 3 to 6 months unless exposed to air or high tures (patronize a station that does a big vol- business to insure freshness, and never buy stored above ground in partially-filled tanks may get into serious gum trouble).

gumming chemicals are costly, and gasoline assume that the normal motorist never stores more than 6 months, so feel this is ample gum- on. Exception: special (more expensive) gas- ade for fire engines has remarkably long storage it is not generally available.

re of "cheap" gasoline. It usually is made with fining equipment and often is contaminated s or so loaded with corrosion-inhibiting oils ontains much gum or quickly forms gum. Once gasoline gets into your engine it coats the whole stem, necessitating an expensive de-gumming l dissolves gum, but work fast and use brush alcohol will volatilize and redeposit the gum). *g:* don't try to burn alcohol (in place of gaso- de-gum an engine!

ect gum if engine starts hard, runs unevenly, ops. Remove cap from fuel tank and sniff for greeable odor of stale varnish.

cut down on gumming if you keep the gasoline *ll* at all times. Full tank also results in less n on rough ground, so give a better cut.

er try to use naphtha (white stove gasoline) in m. This is ONLY for burning in stoves, thin- int, or dry cleaning. Its volatility and octane are much too low for firing in your engine.

ıe gasolines contain a rust-inhibitor to protect nks. Inhibitor is either oil-soluble (coats metal s protectively—but also hastens gum formation gasoline) or it is water-soluble (keeps water pension by reducing droplet size so that they ather in large enough drops to settle out or on metal surfaces—a method that can be used incidentally, to protect your household fuel-oil tank).

p the gasoline clean. Store in a tight can (*never*) in a cool place.

(Please turn the page)

Right: Console table with marbled glass. Below: Lamp table with clear glass. Lower picture: Step table with marbled glass. 23 other tables are in the group.





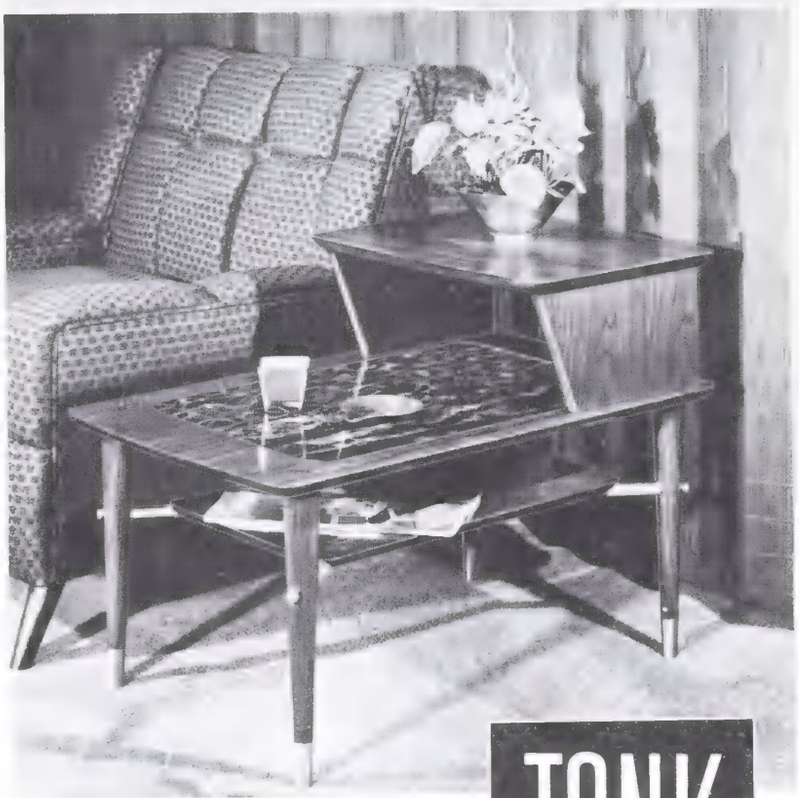
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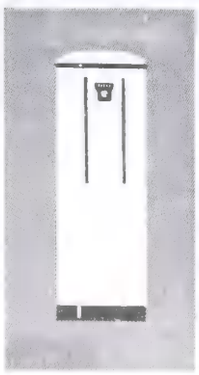
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HOW TO WINTERIZE YOUR GARDEN EQUIPMEN

CONTINUED FROM PRECEDING PAGE

6. Forget about top cylinder oils. They proli no actual harm, but why spend the money?

7. Add only naphthalenic oil (Gulf Coast o Pennsylvania), NOT paraffin oil. to the gasol use in your 2-cycle engine. Or buy "Outboard Oil." In either case, measure the oil carefu according to engine manufacturer's recommer (considerable variation engine to engine!). oil and gasoline thoroughly. Careless mixing in incomplete burning, hence carbon formati then excessive cylinder wear.

What oil to buy:

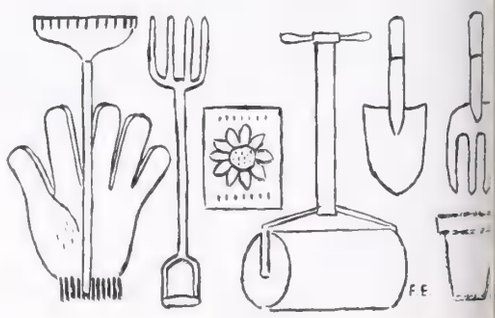
1. Must be a mineral oil. never "neet's foot." machine, 3-in-1. or the like.

2. Paraffinic oils are preferred for 4-cycle eng cause their lower volatility is best for high temperatures, although their carbon is exti Naphthalenic oils have high volatility, so flash-l piston and cylinder walls more easily, which m to heavy wear—but carbon is soft and does n up so rapidly, hence is preferred for 2-cycle

3. Use "Heavy Duty" (detergent) oil for clean engine—no sticky valves, major trouble for th But *never* use a detergent oil in 2-cycle engines here oil must burn 100% (metallic ash from th gent builds up on sparkplug and quickly fouls i

4. Old oil grading system ("regular" versus mium") has been abandoned. "Premium" is no "Regular" is now ML. "Heavy Duty" (deterg new and rates as MS (or HD). This new syst no effect on oil weight (#30W, for example you ask for MS-30, etc.

5. "Outboard engine oils" are MM or ML—an #30 or #40, usually the latter. Never use belo in a 2-cycle engine because it is impossible



nt lubrication from thinner oils even when at rates so high that the gasoline-oil mixture fire.

ck oil level often. The crankcase is small. Tilting ne is serious (occurs on bumpy ground, or from ower design) if oil level is down.

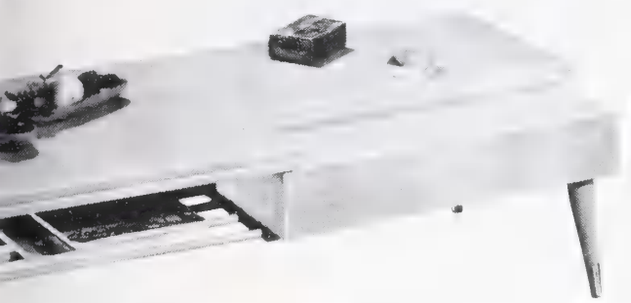
id over-filling crankcase. Excess oil causes engine ke (results in carbon formation and unnecessary costs).

nge oil frequently. You tend to use your power ent for intermittent service, the hardest kind ine wear. Change the oil when you winterize quipment, and again about July 4th—or after 25 hours of service. The oil must never feel or gritty when rolled between your fingers.



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This is Gordon's Modern Cocktail Table No. 7603 in genuine Honduras Mahogany with blonde finish. This design also is available with *Cherry Hi-Lite* and *Amber Hi-Lite* finishes. Note the drawer, distinctive magazine nook and brass ferrules on legs.

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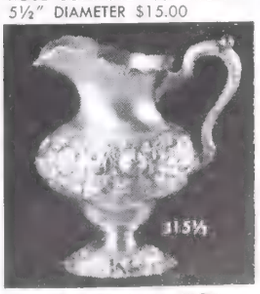
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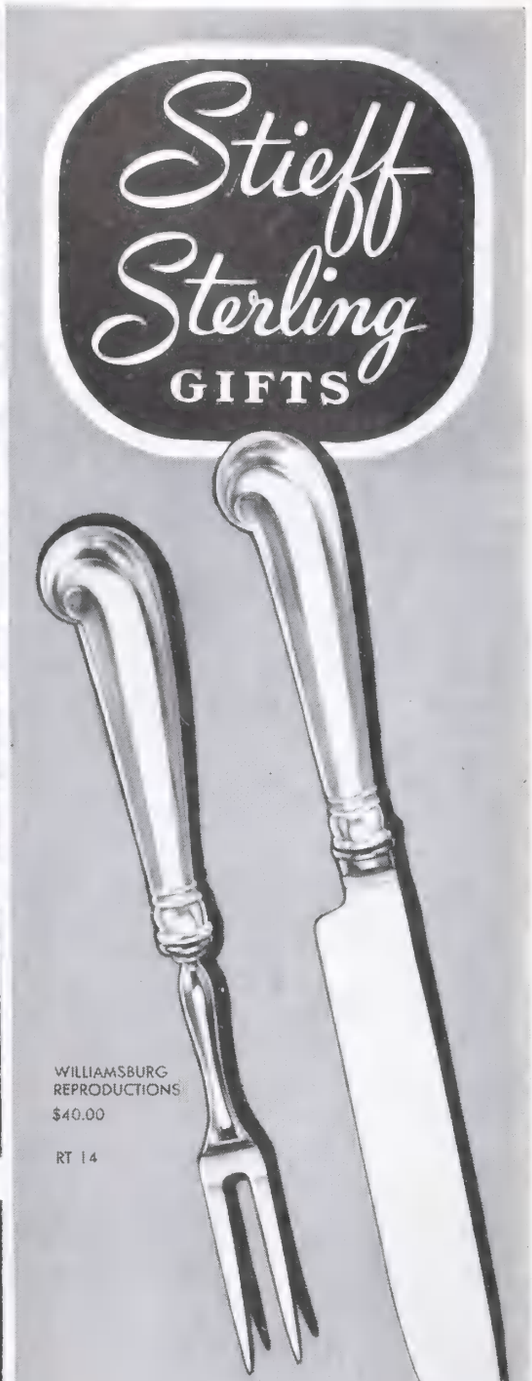
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The Parkers built their first home for $1,218

In March 1946, HOUSE BEAUTIFUL published the story of the first house of Alfred Parker, architect of our Pace Setter of 1954. We reprint it here, just as we wrote it then, to show how courage and love built their first home. Since the same courage and love were put into the building of the Pace Setter, we think the story too is worth repeating.

Brain power and brawn power, energetically mixed together with second-hand building materials and native rock, built this home.

With only $200 spent on its construction in 1943, the first year of building, another $200 in 1944, and $818 in 1945, it seems to have been conjured out of the blue Miami air around it. In 1946 its market value was appraised at $12,000 by a real estate firm, which indicates that initiative and ingenuity pay off in the home-building field.

No magic, but lots of sleight-of-hand did go into it, its young builder-owner, Architect Alfred Browning Parker, will admit. But it was the muscular, not the wand-waving variety. However, the house is notable for much more than the gumption it took to build it. It has an adept plan for site and climate and stows away many fresh-minded features.

Mr. Parker was a senior-grade lieutant in the Navy until practically a few minutes ago, so shipshape planning comes natural to him. He is also a faculty member of the University of Florida's School of Architecture and Allied Arts, so he had considerable technical knowledge in building his home. Stacked against him in 1943, however, were government regulations on home building; he could be permitted only $200 worth of construction in a year.

Drawback Number 2 was the fact that the lot he on was in a resi stricted to houses more. Aside from shore duty billet occupied all time :1730 (8:00 A.M. civilian time), six it could move him world at short not to build. But he b

The corner lot o an old limestone ture on it and Mr. out a plan for reco $200. After petiti bors in the block do that amount of restricted neighbo them his plan a drawing of what he they acted favorab Planning Board iss ing permit. They an architect is just to build and impr and this lot was m it. So much in nee tearing down a port ing structure it wa was better to rebui

Scratch is a mi scribing the mate collected for the ho in getting them t rock (Miami oolite the digging and mu from the old bui hardwood logs we near-by keys by friend. Gasoline t the yard, were swa materials. Twisted duits were obtained building. Demol yielded steel windo and hardware at while sheet glass company going out

BUILDING the h working out the sign and plan wer tussle. Lt. Parker's were limited to ava fore 8:00 A.M. and and usually all day took almost three y house to the stage fit to move into. H spent 4,074 man ho spread over 31 mo hours a day and 1

But Mrs. Parker regularly, too, doin work and putting i number of hours, a take time out to ha first child. But n After working th July 4th she deci have the baby afte she did.

(*Please turn to*

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TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 214

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amazingly good buy.
just how good it is,
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of pointing out the
superior contents of their own Millionaire Dream Vacation package: eight days, seven nights in Jamaica, $294.50 including air fare from Chicago, hotel, all meals and transfers. Here are the checking points to measure values on similar trips:

* Is the time quoted "all there," or does it include time "en route?"
* Does the destination have wide appeal, provide numerous and economical side interests? Have you talked to someone who has been there?
* Is the transportation de luxe or coach? Are luxury accommodations, or high density seating planes used? Is the flight non-stop or local?
* Are vacationers met on all airport arrivals?
* Is transfer between airport and hotel provided?
* Is the hotel well known and directly on the beach? Does it have a pool and other recreational facilities?
* Does the hotel offer a planned social program? Does it specialize in package vacations?
* How many and what meals are included?
* Does the package include a choice of excursions, to help you get your bearings and meet new friends?
* Does the company follow up at arrival at hotel to assure your satisfaction?
* Aside from the advertised price, what can you expect the total cost of the trip to come to?

Bright lights abroad

The fact that you don't ski, or would bulge in a bikini, is no reason to figure that a winter trip to Europe and those lovely Thrift Season rates are not for you. What the Alps are to the skier, and the Mediterranean to the sun worshipper, London's theater season is to those who love the stage, and Thrift Season rates apply to all. The British Overseas Airways utilizes them to make even lower the tourist fares on its Speedbird trans-Atlantic service and has even gone so far as to offer a two-week London Theatre Tour. And if you think flying three thousand miles to see some of the new plays well done is a bit preposterous, look at the price. Only $511 includes not only air transportation to and from New York, hotel accommodations and a conducted sight-seeing tour of London, but seats for five plays, a guest

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

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The modish old West

Scottsdale, Arizona, 12 miles out of Phoenix and one of your sightseeing musts even if you are just driving through, prides itself on preserving the authentic atmosphere of the Old West. And this it does, with false store fronts, hitching posts, clanking spurs, colorful names, and an air so leisurely you find yourself automatically slowing down as you enter town.

But there is also a more practical reason for visiting Scottsdale: some of the pleasantest, most satisfactory shopping you'll find even in an area as replete with shops as this one. At the midtown shopping center, for instance, is a branch of Phoenix's own Goldwater's, where coordinated stocks provide everything you'll need to hold your own even at the swankest of the Camelback Mountain resorts near by. And in the Arizona Craft Center—to your left just as you enter town on the Scottsdale road—a group of top-flight artists in metal, wood, ceramics, leather, and fabrics offer real shopping adventure. Much of what they are producing is, it is true, inspired by the designs and techniques associated with the Old West. Lloyd Kiva, one of the best known of the group, works with authentic Indian costume. But in his hands the broomstick dress takes on a smart Fifth Avenue look, comes complete with coordinated accessories. It's this sort of thing that makes you love Scottsdale—a sophisticated touch that may be Western, and is certainly not old at all, but as new as next spring's hat.

Hola, muchacho!

It is one of the chief pleasures of a Guatemala Highland Tour that the very place where that famous native life is most native is also where you'll be staying in one of all Central and South America's most famous hotels.

Chichicastenango offers a spectacle of unspoiled Indian costume and custom unique even in Guatemala. The costume is predominantly black and red, embroidered with bold, clear primitive colors of great beauty. Among the customs are



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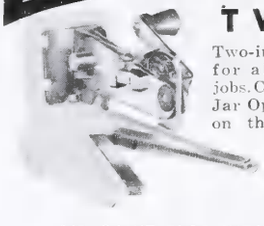
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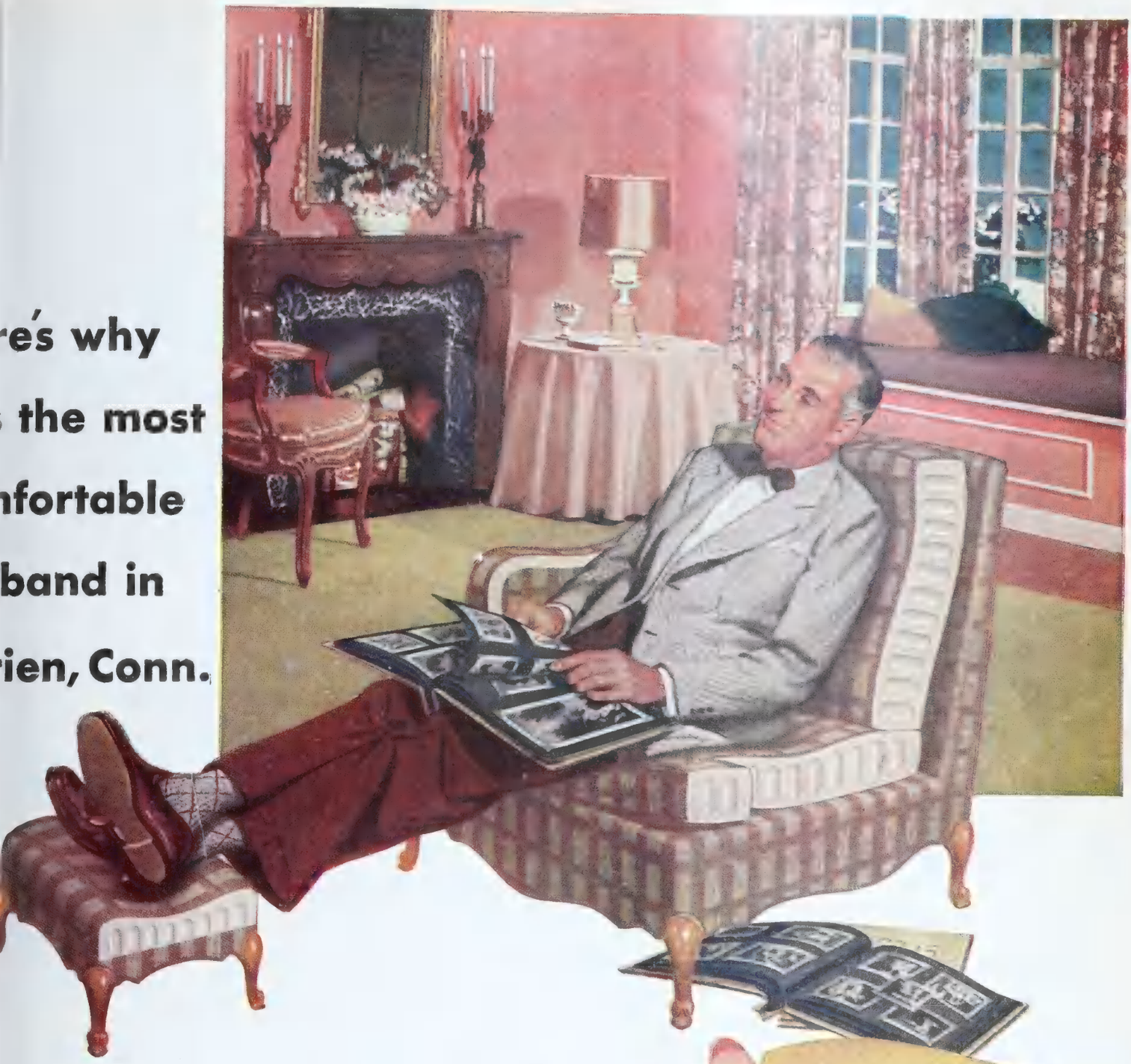
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ARCHITECTURE OF HUMANISM

CONTINUED FROM PAGE 326

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oes Mr. Wright mean by *organic architecture?*

To put it best. he means a sense of life and living forms. The phrase was used by his beloved master. Louis Sullivan. who tried to describe its extraordinarily rich meaning many times and many years ago. One can do little more than that. because in the sense that life cannot be defined. the phrase *organic architecture* is indefinable. All one can do is offer examples and describe some of its methods and manifestations.

The organic architecture that Sullivan and Frank Lloyd Wright have sought is the architecture of life and the realities of life. "To live. really to live." Sullivan has written. "is the consummation of existence. To half live is to fail utterly. is to die standing. All life is organic. It manifests itself through organs. through structures. through functions. That which is alive acts. organizes. grows. develops. unfolds. expands. differentiates. organ after organ. structure after structure. form after form. function after function."

Architecture that is organic resembles (but never imitates) the organic forms that occur in nature. It is like a tree that is conditioned by the soil and the climate of the region in which it is growing. And as an oak. no two of which are identical. rises from the earth according to its own nature and belonging to the ground. so does a house organically designed.

It is different in different regions and when designed for different people. since it is the creative product of all its conditions—the nature of the site. the nature of the materials. the nature of the tools used. and the nature of the human beings it shelters and of the human beings who conceive it and build it.

There is an organic relationship between the appearance and form of the structure and the interior spaces and functions of the house: in this sense form and function are one. The beauty achieved is the beauty of a flower in the field—never false. never pretending to be what it is not. appealing by simply existing. graceful for reasons of structure alone. completely satisfying when only fulfilling itself.

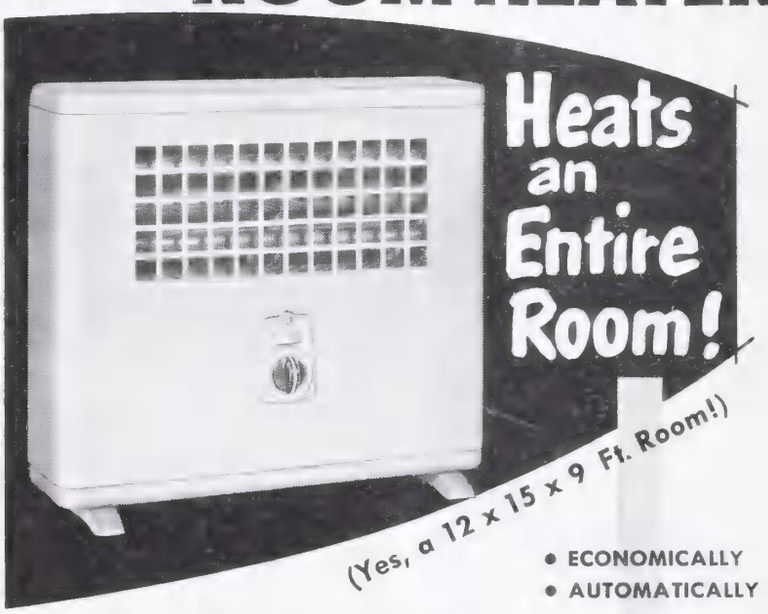
The key word is *nature*. whether the nature of materials or the nature of human beings. It is not. as Mr. Wright has pointed out. nature in the sense of the outdoors.

(*Please turn the page*)

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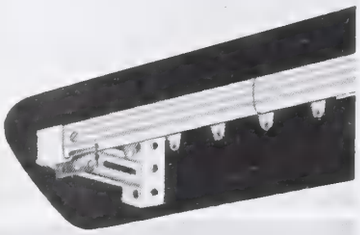
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THE ARCHITECTURE OF HUMANISM

CONTINUED FROM PRECEDING PAGE

It is nature in the sense of all life, including our contemplation of it. Organic architecture views man as a significant part of nature, an organism that grows and dies, needs sun and shade, security and far horizons. It is the architecture of man. It is the architecture of humanism.

The architects of humanism are men who know their fellow man for exactly what he is—neither angel nor beast, but somewhat of both. They build for man. Not Man, but man—the ordinary, bedeviled person we all are—each of us in our moments of strength and weakness; man as he really is—flesh and fantasy, reluctant dishwasher and romantic realist.

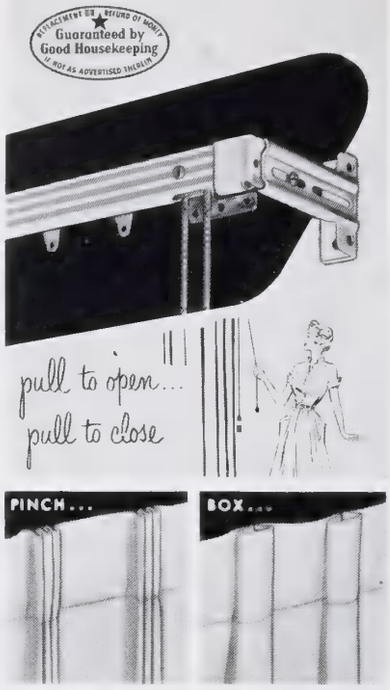
The architects of humanism are healthy and sane as we *know* health and sanity, as a gardener *knows* when a plant is growing or dying without sophisticated argument. Their building comes out of their feeling for and philosophy of people. It comes out of the kind of men they are, their experiences, their attitudes, their acceptance of life, how they regard the earth, how they spend their time, the nature and capacity of their love, the fullness of their understanding of the normal. For there is normal and abnormal as there is sickness and health, and it is a distinction we must make or suffer the consequences for not making.

How does this apply to the Pace Setter and its architect?

In every way. It is a house appropriate to Florida, as Mr. Wright's prairie houses are appropriate to the Midwest. It opens to the view and the prevailing winds. Its strong, horizontal lines are "companions to the horizon," and to the bay. They are lines of repose and domesticity. They are the lines of the earth.

Each material is used according to its nature: steel as steel columns supporting the cantilevered slabs; concrete poured as concrete floors and ceilings; stone with the roughness and textural beauty of stone laid up in a bearing wall; and wood with the natural pattern of unstained grain.

The house rose from and in answer to its conditions. It doesn't seem to regret its tropical site, as do so many Florida houses built in imitation of New England mansions, but rather exults in it and makes the most out of it. It accepts



Make "professional" pleats with KIRSCH Easypleat

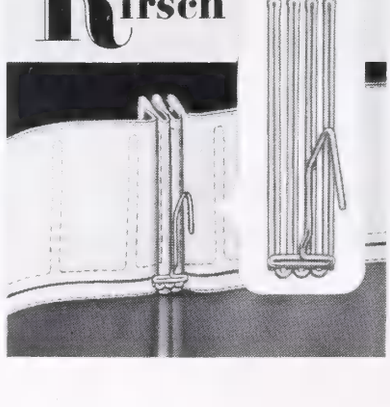
Trust Kirsch to have developed the handiest, most practical home pleating method! Simply stitch the Kirsch Easypleat tape...Sanforized or pre-shrunk...to the heading; press the drapery; then insert the Easypleat hooks to form firm, tight pleats. (Removable for cleaning.)

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Choose the Name You Know—

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and even abets the pl children with the ru Souci, the Great Dan

It's a house for a take them as far as th to go in the experien nature or each other. tiful rooms for the of all, and private as beautiful, for pr timate pleasures. It lovely song, but rea as background music versation of the peo has character and st does not lie like a h your consciousness. your every thought. count—and they cou

It arose from oth too—other than clim family. And the story conditions bears tel unique the particular may be. For its mora Make the most of w

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Parker had never masonry house befo was more important, built many times, an hands. Thus he knew materials by having them; he knew his t limits the same way; Florida like few peo

For three years building his home, stones just as they

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ANATOMY OF THE PACE SETTER

CONTINUED FROM PAGE 236

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level is that of the arrival court, carport, air-conditioned kitchen, laundry, and dining room, convenient to all deliveries and the coming and going of everyday life.

The top roof level, and crowning glory of the house, is a tiled roof garden and an air-conditioned retreat—a small room to be alone in, to study in, work in, think in, and nap in. It is not readily reached, and is therefore out of the traffic flow of housekeeping and children's playing. Here is where the Parkers entertain in hot weather, dancing on the white tiled

(*Please turn the page*)



the split-level plan, six of the eight rooms have true cross-
Here you see the high clerestory windows that make this
the living room and master bedroom, thanks to the slight dif-
roof level, as a result of difference in floor level of rooms.



us width of the overhangs keeps sun off the main walls of the
ept in early mornings in winter. This is a welcome asset in the
ida climate, or any climate where high temperatures and high
combine. Comfort increases if walls are shaded from sun heat.

"We got tired of talking about the weather"



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THE ANATOMY OF THE PACE SE

CONTINUED FROM PRECEDING PAGE

floor under the tropical stars. Here you are above the trees, with a clear view of Biscayne Bay and the ocean beyond. Here is pure romance and glamour. But here also is peace—for the best moments or the worst moments. This part of the house provides for a side of life which is too often forgotten about today. (Read "The House With an Interior" by Lewis Mumford, in the June 1953 issue of HOUSE BEAUTIFUL.)

This top roof is glazed with white tile to reflect the heat of the sun away from the concrete slab, so the ceiling of the living room and bedroom below remain free of radiant heat. And the tile itself, being white, retains no heat to radiate after sunset. Boxes of jasmine form low barriers well back from the edge. The room is s roof that it forms a windbreak to the b bay, a distinct asse chilly winter days December, January.

The whole roof air-conditioned refu other 2,500 square space—an area tha would never think o ularly in Florida is value, for it gets you the ground dampn sects. And it puts foliage line which s deflects the Trade summer, the roof usable in the even down: in the winte best in daytime w is welcome.

Common Garden Falla



People say: Roll your lawn regularly.

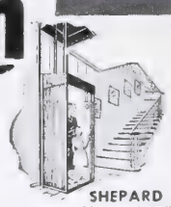
The truth: Roll *once*, with a light roller, in the spring after the ground has dried enough so footprints no longer show. This presses lawn grass back in good contact with the soil. *Do not* roll in an attempt to make a bumpy lawn smooth. To roll the lawn smooth is to so compact some of the soil that grass won't grow there.



People say: Bone safest fertilizer yo

The truth: Yes, tains so little us food that it does very little good ei

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PERA ON YOUR CHRISTMAS LIST

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only to mention a
r (that is, readable

and entertaining) biographies of individual composers.

Giuseppe Verdi: His Life and Work, by Francis Toye. A very fine biography, including discussions of the plot and music of every one of Verdi's works.

For Wagnerites, of course, the four-volume definitive biography by Ernest Newman, entitled *The Life of Richard Wagner*.

I know of no satisfactory biography of Mozart, but give a Mozart enthusiast Edward J. Dent's *Mozart Operas: A Critical Study*.

A small but interesting biography of Moussorgsky is the one by M. D. Calvocoressi.

In the same series, called *The Master Musicians*, there is also an excellent book on Debussy by Edward Lockspeiser.

For admirers of Puccini, try George R. Marek's recent biography of him.

FREE ROOM FOR CAREFREE BOYS

CONTINUED FROM PAGE 249

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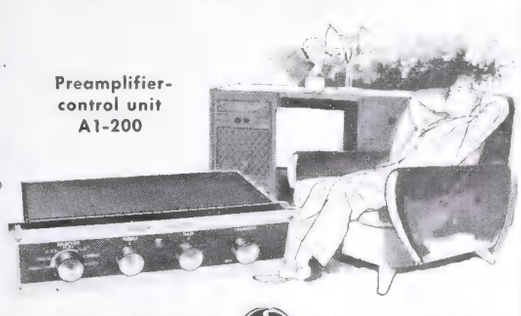
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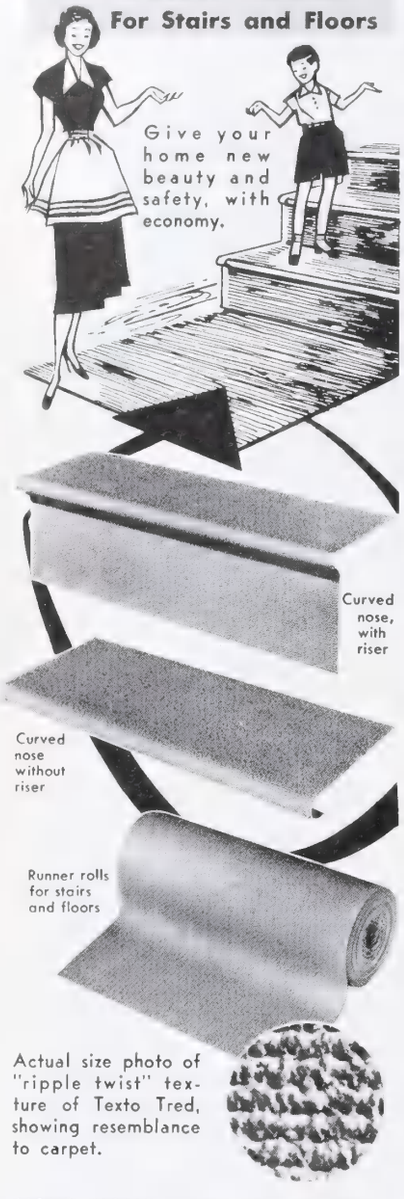
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Texto Tred

CARPET TEXTURED

For Stairs and Floors



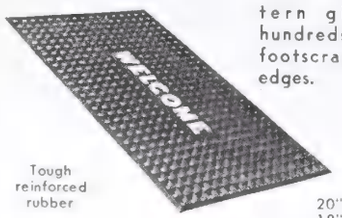
Actual size photo of "ripple twist" texture of Texto Tred, showing resemblance to carpet.

YOUR HOME NEEDS TEXTO TRED

Texto Tred stair pads and runners give beauty of carpet, at fraction of carpet cost. Resilient rubber cushions footsteps for quiet, comfort and safety. Fashionable colors: green, gray, rose and beige.

WELCOME DOOR MAT

Symbol of hospitality for your doorway



Waffle pattern gives hundreds of footscraping edges.

Tough reinforced rubber

20"x36"
18"x30"
14"x24"

ACE Sets the Pace

AT BETTER STORES EVERYWHERE

ACE RUBBER PRODUCTS, INC.
134 Beech Street Akron 8, Ohio

THE ARCHITECTURE OF HUMANISM

CONTINUED FROM PAGE 330

quarry, letting each one express its special personality. The love he has for them is written into every mortared line. The stone is alive under his hands. They bear his fingerprints. They spell his name. They combine his exuberance with their own barely tamed wildness.

If, by chance, the photographs (always inadequate interpreters of three-dimensional buildings) suggest an excessive exuberance, it might be well, at this point, to remember Blake's credo that "exuberance is beauty," that a man's leap of joy is exaggerated only for one who is not so moved.

But whatever the preferences we each might have for a different house—for we are different people living in different places—there is little doubt in my mind that the Pace Setter of 1954 will be recognized and loved for what it is: In the words of Mr. Wright, written years ago, "creative work characterized by joy."

THE ROOM AND GARDEN ON THE ROOF

CONTINUED FROM PAGE 257

Yes, if you now have a flat roof, or if you are building a house with a flat roof. The tile should be set in one of the new adhesives recommended by its manufacturer for this kind of use. And his directions for installation should be meticulously followed. The tile itself should have a high degree of whiteness. The Parkers used a 2″ x 2″ cushion-edge tile with a "Satinized" finish from the Cambridge Tile Company. It was set in an organic, water-resistant adhesive that performs satisfactorily down to 20 degrees below zero.

Since the roof had no parapet or railing, Mr. Parker used built-in benches and plant boxes, placed 10 feet in from the edges, to create a safe inner island, without giving a hemmed-in feeling. He also had the problem of eight skylights in the roof floor and the necessity of guiding foot traffic away from these spots. He used plant boxes and permanent wood benches to subtly guide the visitor where he wants him to go, even repeating the pattern of the wooden steps in the tile to create an "entrance" walk flanked by plantings.



NO DISHES!

TONIGHT—OR ANY OTHER NIGHT!



They're washed the Jet-Tower® Way!

At last, an end forever to that most disliked household job!

In just 9¾ minutes, all dishes, glassware—even pots and pans—are washed automatically by jets of booster-heated water, hotter than hands can stand . . . *hygienically* clean, sparkling bright.

No other method can wash dishes so clean, so fast! See a demonstration at your Youngstown Kitchen dealer's.

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
Youngstown Kitchens are sold throughout the World

Youngstown® Kitchens

JET-TOWER® DISHWASHER

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Call Western Union, Operator 25, and without charge get the name of a nearby dealer.

© 1953 Mullins Manufacturing Corporation

Mullins Manufacturing Corporation
Dept. HB-1153, Warren, Ohio
Please send additional Dishwasher information.

Name (Please print)

Address

City Zone

County State

The materials and used on the roof are a

Roof Gard

Tile: Tile flooring on ro "Satinized" Cushion-Edg from The Cambridge Cincinnati, Ohio.
Furniture: Seahorse ch blue and green finish, M York. Tables with quarry and chair, Gunderlin, In
Cushions: Two large c stered in silk, Thaibok New York. Straw cushion lock, Coconut Grove, covered in sailcloth fish macher & Co., New Yor
Accessories: Imported straw epergne, F.O. Mer delphia, Pa. Hibachi w carta" top, The McG Francisco, Calif. Plaque Gustavsberg tea caddy Venini glass bowl and courtesy of Georg Jens York.

The Retrea

Furniture: Chair at des Hans Wegner, from Joh Copenhagen, Denmark. signed by Jacob Kjaer Denmark by Dunbar Furn Indiana, Berne, Ind. An with blue tile top, Helen Inc., New York.
Carpet: Designed by Alf ecuted by Edward Fie New York.
Air conditioning: Serve ville, Ind.
Electric typewriter: cou national Business Machin
Lamps: Desk lamp, Kn Inc., New York. Light signed by Alfred Parke Studio of Lighting, Mia
Fabrics: Bed covering, J York. Handwoven fabric Metlon on pillows by Jo sen, Inc., New York.
Bedding: Mattress and "Koylon," United State Mishawaka, Ind. Blanke in white, and heavy we Pearce Mfg. Co., Latrob sheets, Cannon Mills, In Sheets machine embroi designed by Alfred Pa by Smith & Weigler, In
Stationery: "Argentone special symbol designe Parker, by the Crane Dalton, Mass.
Accessories: Wall hangi Karasz, from Bertha Sch New York. Carved fish pl Voorhees, courtesy Geor New York. Tiles by Katl and wastepaper baske Inc., Miami, Fla. Antique legs, two marbled pap antique Chinese porcelai Pahlmann Associates, Ne paperweight, Baccarat, Sculptured white marb Cleo Hartwig, Sculpture York. Japanese coffee ash trays, iron and bra and vase, courtesy Bonni Inkwell on desk, Shelley York. Tile by Rut Bryk, Jensen, Inc., New York.

URGENT

Blood is urgently need and overseas. Make ment today to give t gift. See your local Am Cross.

T'S WORTH ENTIONING

By Julie Polshek

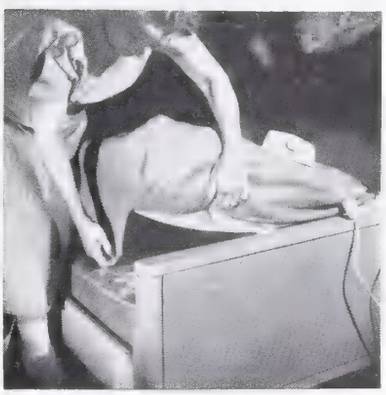


zant stainless-steel
le in Germany by
Skilled hand-tool-
forged pieces the
ring and balance
rling service. Stain-
is very fine, hand
ic pattern has dis-
Only $29.95 for 6
(4-piece), a butter
ell, and the hand-
orage butler. From
lemmer, New York.



Nutone's smartly styled chime and clock combination can be installed either as a wall-mounted fitting or with chime box recessed in the wall. Fine chime mechanism with a 2-note signal for front door, a 1-noter for rear door. Large hour dots, black and red, smartly accent clock's oyster-white grille. The wide bevel has satin-chrome finish. Clock and chime operate on any 16-volt door-bell circuit. $19.95, from Macy's, New York.

-Contoured blanket
rners into the elec-
alm. Another G-E
get is the auto-
ice, Sleep-Guard, a
Safety Grand Prize
nt, too, the blanket
warmth, uniform-
Green, pink, char-
, yellow, blue. For
7.95. Double-bed
vith dual control.
an & Co. N. Y. C.



ERNER



This decorative food warmer created by Paragon Electric is a cast-iron trivet, styled in Colonial manner. Its brass center is a heating element. Engineered to remain at food-warming temperature and confine the heat so it won't spread to the trivet or harm table's finish. $3.95; with cord, $4.95. Companion piece is Cory's smartly styled Percolator-Decanter. Has 4- to 8-cup capacity, $6.95. Both from Emery-Bird-Thayer, Kansas City, Mo.

(*Please turn the page*)



Supply *all* your household needs with 2 temperatures of hot water from one tank at the same time!



180° water for automatic washer and dishwasher

125° water for bathroom, lavatory, other needs

The Ruud-Monel duo°° temp LAUNDRYMASTER Automatic Gas Water Heater is specifically designed to provide enough really hot water *fast* enough to operate any automatic washer *continuously*.

duo°° temp provides hotter water for automatic laundry and dishwasher. And, at the same time, supplies the right temperature water for other household needs—moderate 125° water as recommended by the National Safety Council.

GAS heats water in the Laundrymaster 3 times faster . . . cheaper too!

RUUD-MONEL has the exclusive rust-proof tank of solid Monel—nature's wonder metal—your lifetime assurance of sparkling hot water, spotless washes, perfect sanitation. Ruud-Monel safely stores water at 180°.

RUUD-MONEL* *duo°temp Laundrymaster®*

automatic GAS water heater



Fact book titled "ALL ABOUT MODERN HOME LAUNDERING"

80 fact-filled, illustrated pages about laundering . . . equipment, soaps, detergents, fabrics, stain removal, special laundering recipes, everything about modern home laundering. Send only $1.00 for postpaid copy to: Ruud Manufacturing Company, Dept. H., Pittsburgh 1, Pa., or Toronto 14, Ontario.

". . . a new and up-to-date book containing valuable information on the easiest way to better laundering."—*Edith Ramsay, Home Equipment Editor, The American Home Magazine.*

*Monel is an alloy of nickel and copper—both metals urgently needed in the country's defense program. Production of Ruud-Monel water heaters is on a severely curtailed basis, limited by the amount of these strategic metals available for civilian use after the needs of the defense program have been met. Distribution of Ruud-Monel water heaters is restricted by government order to those areas in which public water supplies are of maximum corrosiveness, and this advertisement is not intended to indicate general availability of water heaters with Monel tanks.

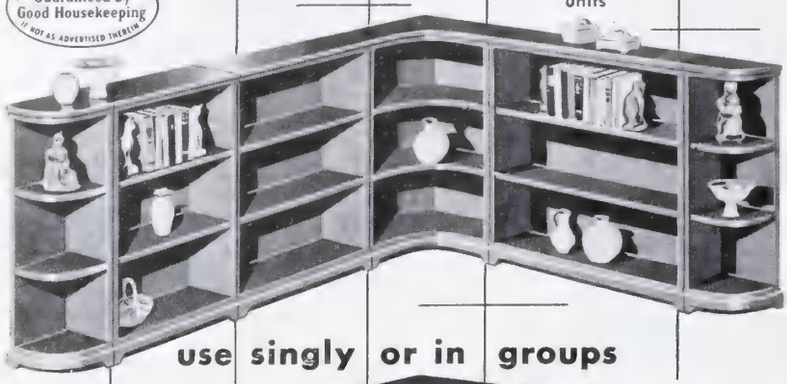
RUUD MANUFACTURING CO. ▪ General Offices: Pittsburgh 1, Pa. ▪ Toronto 14, Ontario

boost your scale of living with

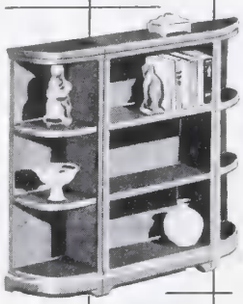
CRADDOCK SECTIONAL BOOKCASES

5 matching interchangeable units

Guaranteed by Good Housekeeping



use singly or in groups



20" Case and Ends



Corner and Ends

Wall Cases in 3 sizes:
24" — $34
30" — $38
36" — $45
Corner 21" x 21" — $50
Reversible Ends 10½" x 10½" — $30
All units are 36" high and 10½" deep — with warp-proof 5-ply veneered tops. Fully finished back and sides—all flush surfaces for versatile use. Walnut or Mahogany finish.
(Approximate Prices Most Areas)

SEND 10c FOR CATALOG 211 SHOWING DINING PIECES
Craddock Furniture Corporation—Evansville, Ind.

Blue Danube CHINA



the World's Most Famous Dinnerware—

Through the ages, lovely BLUE DANUBE CHINA has attained the highest pinnacle of world-wide popularity. This favored design, in true Meissen Blue, pleasantly contrasted with beautiful soft gray china, personifies simplicity and charm. BLUE DANUBE harmonizes perfectly with all settings.

Now available at a new all-time-low price
5-pc. place setting as illustrated.....only $ 4.25 retail
20 pc. service for four.....only $17.00 retail

Write for free leaflet, showing complete dinnerware line, and for name of dealer nearest you.

LIPPER & MANN, INC. 225 Fifth Avenue New York 10, N. Y.

IT'S WORTH MENTIONING

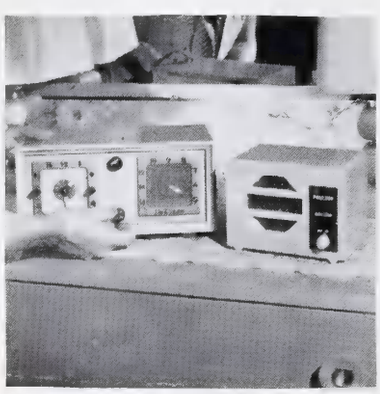
CONTINUED FROM PRECEDING PAGE



Carv-Rack's undersid prene suction cups; spears roast or fowl wit flanges. With this sure it's easy to carve with cope with even a roa Usable on platter or t or buffet carving; o board in the kitchen Silver-like Aluminite ra tic case, storage asse glamorous gift. $2. Lin Neptune, Woodmere, N

Vanity Hamper by Detecto gives you a large laundry bin removable for emptying, a deep drawer, guarded shelf space for cosmetics. A space-saver and ever-so decorative. All-metal, sturdily built and finely finished. It's well ventilated and guaranteed against rust. Overall size 29" x 19" x 10". Black, white, dubonnet, dusty rose, green, maize, or gray with hand-painted decoration. $19.95. Matching basket, $2.95. John Wanamaker, N. Y. C.





Any radio tuned to 55 super-sensitive receivi a Page Boy Baby S radio is tuned in, you to a listening post dow doors, to a neighbor's h a 300-foot distance fr tronic "ear," radio rel faint a sound as baby' Baby Sitter is a plu usable wherever you w ice. $24.95. Semco Elec Lafayette, N. Y.

Handilite Safety Lantern furnishes both a 1000-foot flood beam and a red flasher signal visible a mile away. A 3-way switch permits simultaneous use of flasher and flood beam. The all-aluminum lantern is feather-weight and weatherproof; powered by a standard 6-volt lantern battery. An invaluable emergency device for autos and ideally suited to handle sportsmen's needs. $6.95. Economy Lantern Co., Sturgeon Bay, Wisconsin.





Merry-G'Rinder furnis and crank that servic chopper head and head. The innovative a engineered for easy, assembly, and a firm and its service is top be purchased three way crank with chopper $9.95; with salad-make cones, $12.95. Compl G'Rinder combination c From Marshall Field's

IAT IS TED DESIGN?

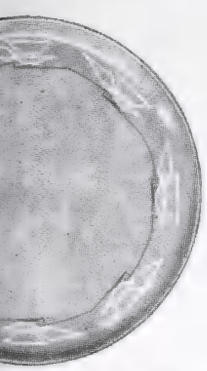
FROM PAGE 262

unified and pertinent house as a whole. shings or structural roideries or light fix- s or accessories. As photographic details elate to each other itecture, however, it ll to keep several :

y and integration ore subtle and much n reality than the ight indicate to you. the similarities and te sharply so as to erfectly clear and andable.

design is the result ty; never the result mitated effects. The the Pace Setter is by each part being nd to the sum of its shes its own pattern. would be false if any ere copied in a dif- for a different set-

entire story is con- word *pattern*. It im- pment of a theme or me or motif should e—one that has sig- pattern of a year, for regular recurrence ner, fall, and winter, again, in that order. shes a basic rhythm, ony, a sense of the familiar. When we nconsciously feel the n beat of our pulse. e and repose in the he recurring. There

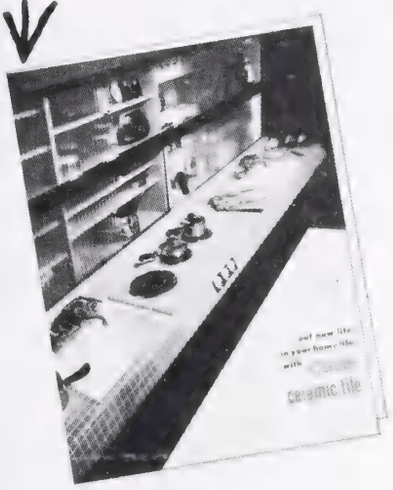


ated by Mr. Parker l motif for the sta- study-penthouse. is pottery dishes made zabeth Erkenbrack.

read any good books lately?



here's one on a "best seller"... MOSAIC CLAY TILE! get your FREE copy today!



Mosaic's new booklet is your *gold mine* of home ideas for better living—with clay tile! It takes you through beautifully-planned homes where Mosaic Clay Tile makes the difference. It shows how clay tile can make your life easier and more enjoyable.

"*Put New Life in Your Home Life*" is illustrated with full-color photographs . . . camera studies of kitchens, baths, living rooms, terraces and patios, with gay, lighthearted clay tile as the feature attraction.

It's free! So mail the coupon. Get your free copy. Find out how you can put new life in *your* home life!



MOSAIC®

THE MOSAIC TILE COMPANY

(Member—Tile Council of America)
Offices, Showrooms and Warehouses across the Nation
Over 4000 Tile Contractors to serve you

Clip and mail today!

THE MOSAIC TILE CO.,
Dept. 32-17
Zanesville, Ohio
Please send me without charge or obligation:
☐ Mosaic Folder—"Put New Life in Your Home Life."
☐ Name of Tile Contractor near me.

Name_____
Street_____
City_____ Zone____ State_____

is the opposite of shock and brutality.

Simultaneously, there is the danger of monotony and boredom in an obvious pattern repeated *ad nauseam* and *ad infinitum*. It is somewhat like a breathless day when not a breeze is stirring and the sky is an unrelieved expanse of blue. For a while it gives pleasure. After days of the same thing it gives less and less pleasure.

So one of the primary concerns of all artists—of all people concerned with beauty in oil, stone, words, wood, fabrics, or anything else—is to establish a pleasing pattern, and then to relieve the pattern with variation from the pattern. Pattern, nevertheless, remains the primary concern—at least it has for most of the long history of art and architecture.

HOW does the Pace Setter establish pattern?

First, in its over-all, architectural impression, there is the rhythm of the two large horizontal slabs and the smaller one covering the roof pavilion. This is the dominant theme.

These slabs are cantilevered and the principle of the cantilever is deliberately repeated in the basic pieces of furniture in the house. (We have used as an example of the cantilever the way a waiter carries a tray with one hand.) This is one specific manner in which the architect *integrated* the design of the built-ins with the architecture of the house. Look again at the sofas on pages 261 and 262 for a demonstration of how the principle was applied, and with what splendid effect in creating a harmony between furniture and architecture. Study the outward thrust of the arm of the sofa between living room and dining room, and the repetition of the same thrust in the top of the table used as a divider between the library wing and fireplace wing of the living room.

A secondary but almost equally important theme in the architecture is the rhythm of the persianas, the louvered window-doors evenly spaced across the façade facing the bay. This too is picked up and repeated in the décor of the house. The louvers or slats are echoed in the louvered lights shown on page 262. Note how the repetition of this louver motif is always integral to the design—not a surface appliqué on the thing.

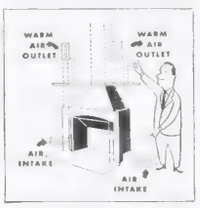
On the page opposite you can see two more examples of integration. There is the embroidery of

(*Please turn the page*)



This FIREPLACE warms the whole room...even adjoining rooms!

Build your fireplace around the Heatilator® Fireplace unit and enjoy the cheer of an open fire plus *cozy* warmth in every corner of the room. The Heatilator Fireplace saves heat usually wasted up the chimney. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.



Will Not Smoke . . . It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. Assures correct construction, eliminates common causes of smoking.

Adds Little To Cost...The Heatilator unit provides all the vital parts . . . saves the cost of a separate damper, firebrick, and masonry otherwise required . . . and on most jobs reduces time and labor.

Ideal For Summer Camps . . . Architects and builders agree! A Heatilator Fireplace makes camps and summer cottages usable weeks longer in spring and fall, even on cold winter weekends. Ideal for basement game rooms, too.



Proved By 26 Years Use... Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. At leading building material dealers everywhere! Mail coupon today for free illustrated fireplace booklet.

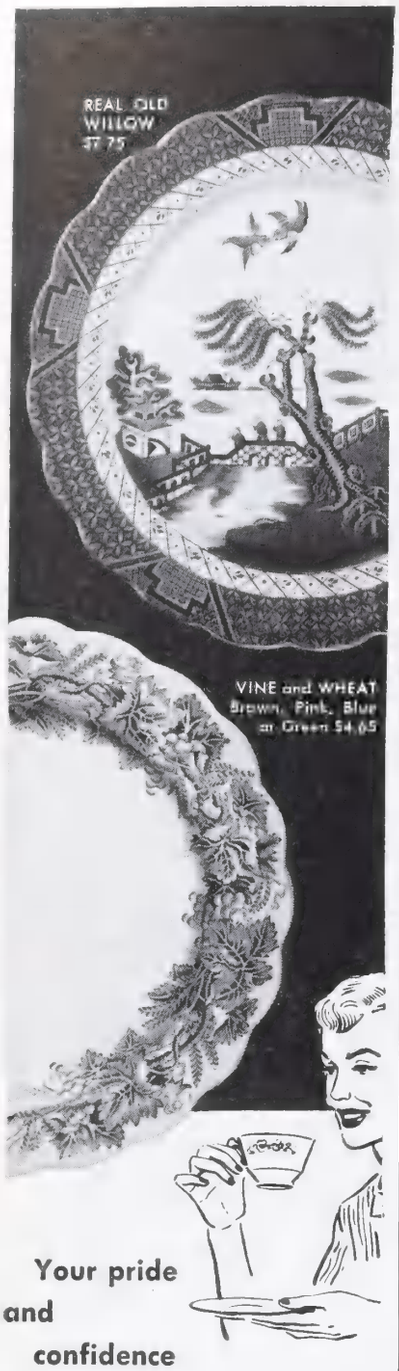
HEATILATOR® FIREPLACE

HEATILATOR, INC.
4311 E. Brighton Ave.
Syracuse 5, N.Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.



Name .....
Address .....
City ..... Zone .... State .....



Your pride and confidence

in your dinnerware will be shared by your daughter and grand-daughter — if it's Booths. A selected dealer near you can show you a variety of patterns, with 5-piece settings as low as $4.65. *May we send you his name?* If you wish illustrated Brochure No. 36 please enclose 15¢.

MIDHURST IMPORTING CORP.,
129 Fifth Ave., New York 3

Prices shown are for 5 piece settings

BOOTHS
Booths
fine English dinnerware

WHAT IS INTEGRATED DESIGN?

CONTINUED FROM PRECEDING PAGE

the rug which directly recalls the pattern and texture of the brain coral in the stone walls. (You can see how the brain-like convolutions led to its being called brain coral.) Mrs. Parker embroidered the same simplified pattern on her towels and other fabrics.

The bed cover on the same page has embroidery that copies almost line for line and texture for texture an especially interesting section of the garden wall. It is obviously sympathetic with the masonry of the interior walls as well. Thus the embroidery of the Pace Setter follows a pattern established by the architecture and is designed to be integrated with it, and so contributes hugely to the harmony of the whole effect.

Right here you can see a basic principle of integrated design: Choose a dominant form or theme from the architecture of your house and let it be the motif for your decoration.

If you live in an apartment, integrated design is still possible, and many of the principles worked out in the Pace Setter are usable in your situation, as much as in custom- or ready-built houses.

Here the conception of internal unity plays its role. In any room, there must be a sense of relativity and mutual appropriateness. All the edges of wooden furniture and shelving in the Pace Setter, for instance, are tapered and molded. These soft curves are not only pleasing in themselves, they also blend with the soft, sculptured forms of the fine chairs in the house.

THERE is an internal unity in the use of the square as a motif. Note the square lights in the dining room ceiling (Page 261) and the square acoustical tiles in which they are fixed. The same squares are found in the terrazzo floors and occasionally in the stones of the walls. Note too the hardware of the seat between the living room and dining room. The bolted escutcheons are square and have squares within their squares (as in the lights).

There are other examples of integration and harmony: In almost every room there are a number of touches of bright brass, used as foils to the matte finish of the stone and wood. Wherever wood is used structurally it is

cept for the jambs a
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where it is used dec
the millwork and the
is mahogany. And th
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The masonry stairs
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This profile was deri
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of the material used.
the dining room table
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How about variation
tern?

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the Pace Setter is not
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repetition of certain
too is no accident, but
essential characteristic
architecture and organi

The trend is to GENUINE MAHOGANY



because modern craftsmanship and modern finishes reveal all its great beauty and make your every piece of Genuine Mahogany a piece you'll be proud to own. Look for the label that guarantees you—



MAHOGANY ASSOCIATION, INC.
75 E. WACKER DRIVE CHICAGO 1, ILL.



A favorite for over fifty years

BLUE RIBBON Cream Metal Polish has been a favorite household necessity for over a half century, keeping a lasting lustre on metal surfaces since grandma's time. Imparts a brilliant shine mirror-like to all metals—copper, brass, nickel, pewter, silver, gold, etc. Your SILVERWARE will gleam with a new shine quickly without marring the finest plated surfaces. (Money back guarantee.)

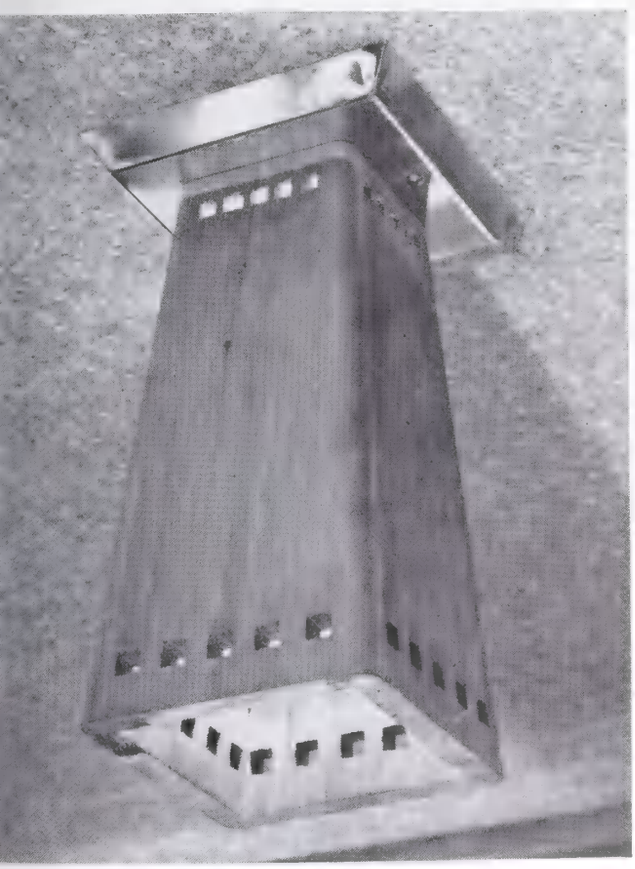
Available at all leading hardware stores everywhere. If your dealer can't supply you, send check or money order for 89c and a generous pint can will be shipped to you postage paid.

International
METAL POLISH CO., INC.
INDIANAPOLIS 7, INDIANA

There is the dominant im-
of a great whole, as of
say, but the lively varia-
parts, the different trees.
though the parts are dif-
m each other, they still
mily resemblance which
ossible for them to make
whole.
ally, in the Pace Setter,
and cypress are both
so have much in common
are used naturally. But
have a different grain and
in quality, texture, and
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d, and variety in all their
characteristics. This,
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furniture—Elizabethan,
merican, Spanish, Swed-
can—that have been free-
bled by the Parkers. All
ects offer relief from the
terns, but are contained
em.
rt musical composition,
a song, may have one
theme, one melodic line, and little variation. A longer composition, such as a symphony or an opera, has many more, but still, if it is well composed, leaves a strong and organized impact. The many themes thread their way throughout the music, tying it together, interweaving and interlocking with each other, always parts of the whole, but with their own interest and fascination.

HOW much more necessary in a house, which is not for a few hours, a few days, or even one lifetime. It needs a sense of controlled design, of order and pattern, so as to give its occupants a feeling of repose and contentment. But it also requires a sense of stimulation, of variation from the pattern, of excitement and movement, for otherwise it risks becoming commonplace and eventually deadly, as often happens in a house of "period" or "classic" style.

The beauty of organic design is that it produces precisely this happy combination of repose and vitality. And the integrated design of organic architecture produces a Pace Setter at harmony with itself and with the people who live in it.



ng light placed above the piano keyboard is an example of integrated, unified design that occurs and recurs throughout Pace Setter. This light repeats the much-used square as a gn motif in the perforations, shade, and the escutcheon.

● SUPERB CAST IRON COOKING
● CLEANING EASE OF FINE CHINA
● BRILLIANT TERRAFLAME COLOR
with

NEW TRIANON
porcelain cast iron ware
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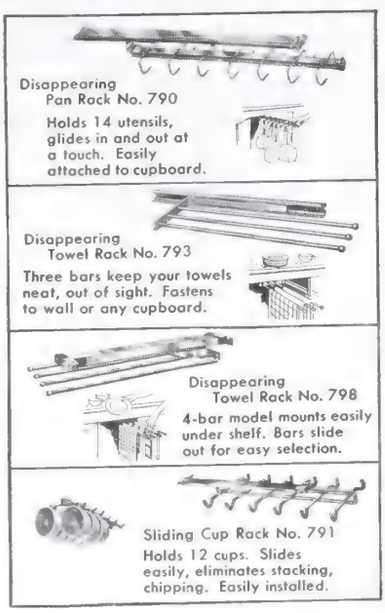
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The Chair —

flower of modern

CONTINUED FROM

2. Designers have concentrated their finest efforts on chairs, since other pieces of furniture, such as storage pieces, are tending to become architectural and to disappear into the walls.

3. The new period of enrichment has affected the chair first and foremost as we emerge from the period of revolt against the past.

4. Virtually every artist or artisan today has tried his hand at creating a distinctive and personal chair.

5. Consumers are more willing to accept new developments in the design of a chair than in anything else made for the home.

6. There has been a greater variety of materials and processes involved in making modern chairs than ever before.

BEFORE developing these points further, it might be well to back up and answer this question: How do we judge a chair?

It is not a difficult question to answer, but the answer is not at all easy to apply. We judge chairs by exactly the same standards we apply to all things of domestic design, architecture or furniture—the standards of function, durability and form.

Obviously they are not three completely distinct characteristics. There is the psychological function of form or beauty. There is also a function in durability. But they are a useful check list. Normally we might add a fourth to it: price.

These standards apply to useful objects. They may not apply to objects of pure art, such as easel painting or non-decorative sculpture. And right here we begin to apply our standards. Some critics refer to certain chairs as "pieces of sculpture." They mean ordinarily that these chairs have the quality of abstract composition in space.

A good chair certainly is a piece of sculpture in that sense; also in the sense that it has a molded, flowing, swelling, tapering, softly curving line. But we must make a distinction between sculpture and a chair. Sculpture is to be looked at. A chair is to be sat in as well as looked at. Thus it the *form* of good sc the *function* of a devi ing. A chair that is g at, but is impossible cause it has a form tha able to the seated hun is so non-durable that under normal human w a good chair. And act be argued that such a even good to look at.

The esthetics of a c separate from the fu chair. No more than t of a cathedral are separ rable from its function ter of religious worshi the esthetics of a hous rate from its livability, analysis.

We think it would be to have a beautiful, bu Pace Setter. Such beaut inhuman and therefore man reason and discus

The nature of huma vital to all design for and pleasure. Let's tak ple familiar to us all. In ing a form molded t particular and peculiar ine sleeping in it. For onds we might think it thing to pure comfort left the womb. In no tin become a prison of she

Why? Because in or well, we must shift our times during the night. coverings and mattresse low for easy changes in positions.

THE same thing is tru design. It is the proble met in the so-called con which has been molded man body. But which Whose body? You sit chairs and you become of them.

To sit comfortably yo able to rest one set o and then another. You able to turn and move difficult enough to desig that will be decently co for tall people as well thin as well as not so

(*Please turn to page*



he lounge chair (above) designed by Hans Wegner
s all the solid comfort of a well-upholstered piece
d the all-around beauty of a work of art, fash-
ned like sculpture to be seen from all angles.



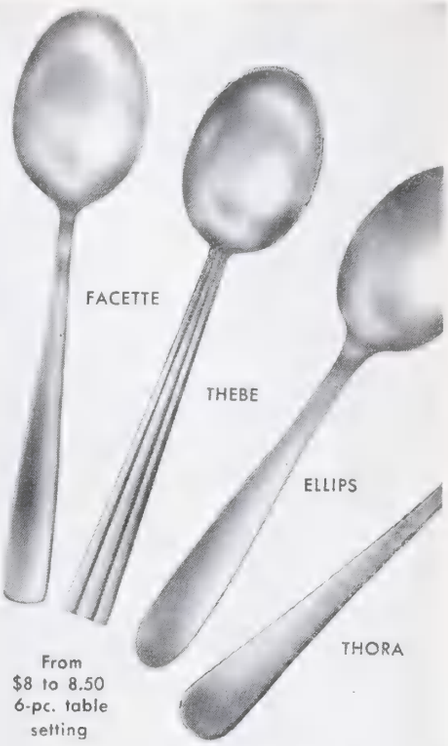
modernization of the Windsor-type chair, this one
s the contemporary appeal of lightness and transpar-
cy, despite its clear derivation from a period design.
illustrates the increasing freedom from an atti-
de of revolt against the past. By Fritz Henningsen.

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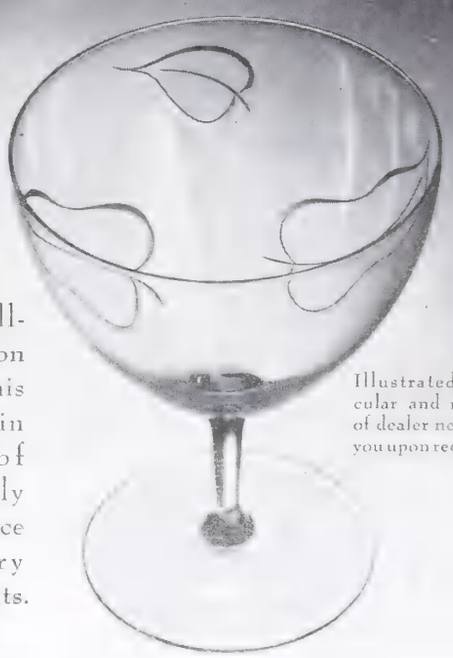
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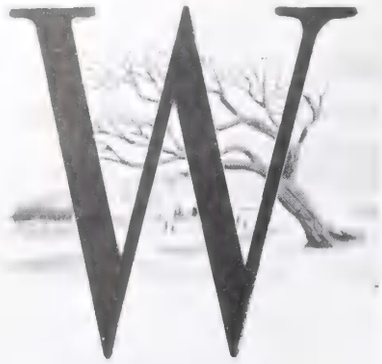


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THE CHAIR—FLOWER OF MODERN DESIGN

CONTINUED FROM PAGE 340

to freeze the body in one position is unforgivably bad design.

There is no ideal chair for everybody, although some come pretty close. And there is no ideal chair for all occasions, dining, or lounging. Yet a good dining or pull-up chair is a remarkably useful and flexible thing. That is one reason the emphasis in the Pace Setter is on the pull-up chair. Another reason is the fact that in Florida, or wherever it is quite hot, thinner, more porous, chairs are more desired than heavier, upholstered ones. And as our homes have become centrally—and often unbearably—heated, the wing chair which was designed to protect your back from the cold as you warmed yourself in front of the fire has virtually disappeared, along with other similarly fashioned affairs.

(Incidentally, the collection in the Pace Setter is not ended. The Parkers plan to continue to collect chairs that appeal to them. We like everything they have—otherwise we wouldn't be featuring their chairs—but there are excellent chairs by other designers too, by Robsjohn-Gibbings, Wormley, the early Finn Juhl, Nakashima.)

BUT there is even more fundamental reason for the kind of chair we find so beautiful in the Pace Setter. It is the point we first made in our list of reasons for the flowering of the modern chair: Chairs are being designed to look right from all sides and all angles.

Not long ago chairs and all other furniture (except for a central table) were lined against the solid walls of a room. Then chairs began to be pulled out from the wall and arranged into a conversational group around a cocktail table. Architecture too became more modern and more glass began to appear in our walls, as large windows and as the walls themselves.

Thus chairs have become clearly visible, either in the center of the room or silhouetted against the new transparent walls. Designers, aware of this, concentrated on the three-dimensional view of their chairs. They also emphasized transparency and lightness, both for looks and easy carrying. Chairs today (and certainly some in the past) are a delight from any point of view or position. In the best of them you literally sense the fact that they would be beautiful, even if you saw them from underneath.

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In the meantime, of furniture, particul pieces, have been disa the solid walls of m as built-ins, or else made to look as thou part of the structur of them is one-sided dull. Thus designers concentrated their ta chair (and secondaril ble, another high poir design.)

Chairs were the fir from the period of ne since they were proba to enter it. The battle early 20th-century "functionalism." Actu niture it produced was tional than the traditi which it was in revol movement, it helped ri of useless, overly-orna and cleared the way fo ing and new designin lines of today's way of

NOW we seem to ha ghost that has been the ghost of the past. are even at ease with We no longer believe t choose between the ric past and the usefulness ent, so we are designin and furnishings, an our chairs, with an e plicity, a warmed-up form without giving u tion.

Almost every artist craftsman is feeling to turn his talents to c beauty in domestic each one seems to ha his attention, at least fo on the chair. The P a chair made by a scul tects have also been fa it, although too often are nothing but reflecti architecture, rather tha to the sitting problem chairs, on the whole, ha work of cabinetmaker perienced furniture de lettantes have produced but fantastic things t call chairs, some of even been manufacture consumption.

And there is a small even bad, experimen (Consumers risk less ing a chair than anyt Experimenting, howeve properly in the designi studio, rather than on a store. In time the fe that haunt the merchan will slowly fade away.

(*Please turn to pag*

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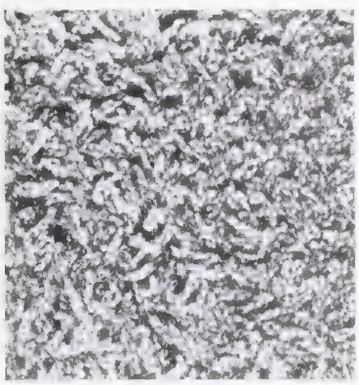
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DECORATOR'S DIARY

CONTINUED FROM PAGE 213

ent colors instead of all the same. Nice idea. Easier to use. Slower to show soil.

But I really got excited when I saw the coloring they call "Heather." In this one they've doubled the difference. Not only are there two kinds of loops different in color from each other, but each loop is made of two different colored yarns twisted together. One is turquoise twisted with terra cotta brown; the other, bright green with beige. Close up, the mixture looks as if the yarn sorters were possibly color blind. Down on the floor these four somewhat unfriendly hues cooperate to make a color that defies labeling but is astonishingly pretty. Nearest thing I can think of is the color of an uncut lawn along about the end of September.



"Heather" on the floor

Decided to use "Heather" in the living room of that house in New Canaan, the one with the whole fireplace wall of fieldstone and the sliding glass doors leading out to a stone-paved terrace. The carpet will give the room warmth and a hint of opulence, and still be in keeping with the stonework and the rather rugged-looking grayed oak furniture.

Back in the days when women still passed as the weaker sex, a chaise longue was as indispensable to a lady's bedroom as a tea gown was to her wardrobe. But time and space began to shrink up on us. The tea gown turned into a housecoat (how prosaic!) and the chaises went the way of the telephone doll. Suspect part of the reason was that few of them were comfortable enough to pay their way even with ladies who could find time to use them.

Would never have put down Mrs. Whittaker as the lounging type—

(Please turn the page)

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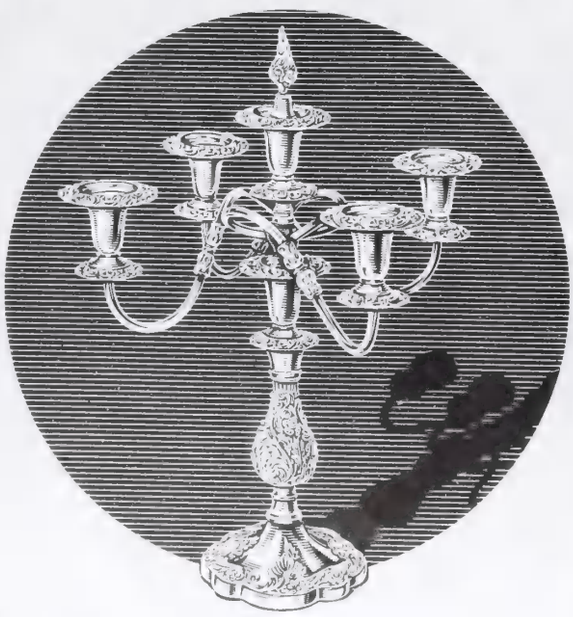
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE



Double-duty chaise

she's so briskly conscientious about her wifely chores—but she confided shyly that her favorite self-indulgence is an afternoon nap. Not *every* afternoon, you understand, but once or twice a week maybe. It would be so nice to have some place where she could curl up and snooze without having to go to bed like a sluggard or an invalid. Tried to be understanding, though I suspected she'd have to pocket her conscience if she was serious about sleeping. Invited her to do the showrooms with me so she could try out whatever they had to offer, which I was reasonably sure wasn't much.

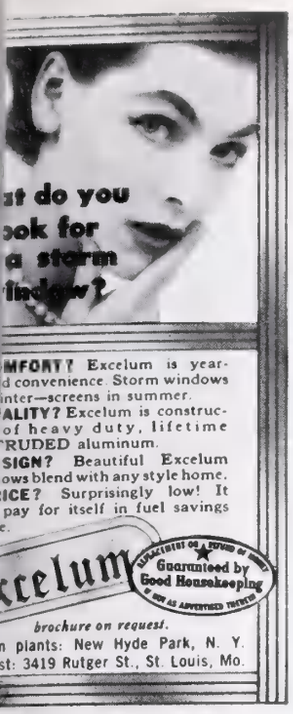
We started with Kittinger's, but there we stopped. Their new Recamier chaise was clearly made to order for Mrs. W. A larger piece than we had in mind but worth in comfort every square inch it would consume, and luckily we had some inches to spare. Not only is the Recamier long enough for napping but the back and long sloping arm create a cozy corner that gives unstinting support for sitting. (A far cry, fortunately, from the prim settee on which Jacques Lou painted the real Mme. R My client figured the cha also give her a comfort for more meritorious acti sewing on buttons, writi keeping up with the ne her feel less guilty about

Always thought the old- tea cart was a fine thing gratified to see it reviv trouble is most of them- well as then—are unm items of dining-room e no matter where you an habit of using them. If y have a dining room or space in a dining area, it easy to find a tea-cart place.

All this flitted through when I came upon the r ing cart that's been adde Jens Risom line. Has ev you need in a serving ca leaves at the ends, a drawer for silver, a gla below, big casters. But leaves dropped, and no di victuals to give its game



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could pass convincingly as a living-room piece. Could also be put to other living-room uses—to hold a television set or serve as a general living-room work table.

Happy find in table lamps: the new ones at Newell-Hayes with wood bases decorated by a method that appears to have some kinship to the wax-resist process they used a couple of centuries ago for printing fabrics. Was particularly taken by a smallish one with a square base, rounded corners, and a slight taper toward the top. Design is on one side only, which is quite enough. A stylized leaf and flower pattern, not too different from the Pennsylvania Dutch. No bright colors though—just varying tones of wood stain from pale blond to deep honey. The shade is natural grass cloth and a very nice companion it makes to the smooth but decorated base.



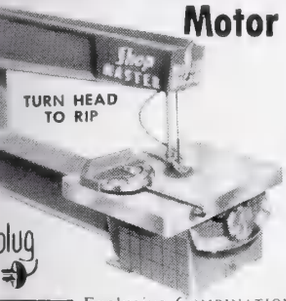
Wood-stain decoration

That fresh, clean, crisp look produced by starched organdy curtains can be a very pleasant and relaxing sight in a sooty city where you have to spend so much energy chasing dirt. Not easy to get, though, without going to the decorating equivalent of the ingénue look. (Organdy in town always reminds me of a woman pushing 45, decked out in a starched white party dress with a big pink sash.) But once in a while you can capture the crisp effect with sophistication, and divorce it from the back-breaking upkeep.

Managed to do it in the young Davidsons' apartment in Peter Cooper Village with a printed Everglaze lawn designed by William Pahlmann after his trip to Portugal last year. Found it at Schumacher's. Design consists of one wide panel of intricate tracery in black line on a white ground. We used it unlined, yards and yards

(*Please turn the page*)

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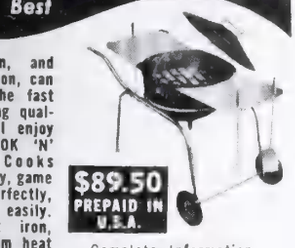
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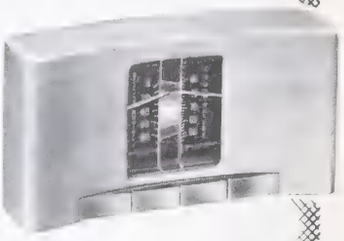
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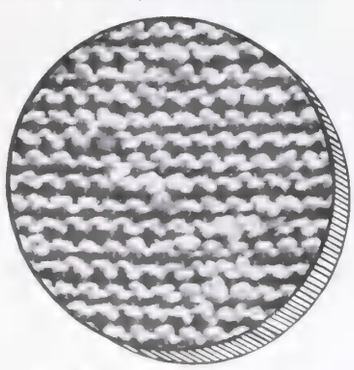
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You get so much for so little when you select Fincastle Ready-to-Hang Draperies for your home. Yes, you'll find many styles, so beautifully tailored, that retail for less than you would expect to pay for the material alone. Your favorite store has a variety of patterns to choose from, and best of all, matching or contrasting yard goods for slip covers and upholstery. Be sure to ask for Fincastle and you'll agree no others are "just as beautiful!"



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LOOK FOR THIS BRAND ON THE YARD GOODS AND READY-TO-HANG DRAPERIES YOU BUY

Fincastle Fabrics
by
LOUISVILLE TEXTILES

LOUISVILLE TEXTILES, INC., LOUISVILLE, KY.

DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

of it, for wall-to-wall, ceiling-to-floor curtains. Had them made with shirring cords instead of pinch pleats, and left the cords long so that the shirring can be pulled out for laundering. That way they're



Black on white lawn

no more of a problem than half a week's supply of sheets. And the black pattern seems to make the white lawn look even fresher than if it were all white. The Davidsons wanted white for the walls, but I persuaded them that a clear bluish gray would be softer. Now they have a clean quiet background that sheds a beneficent peace on their collection of dark mahogany furniture which it would be most charitable to call "assorted."

"That sofa is going to be recovered with plastic!"

Marion spoke defiantly and waited for me to explode. I looked at the sofa—and exploded. Sofa was not a truly descriptive term. It was a 60-inch settee, an American Empire piece with dark mahogany frame and rolled-over arms, simpler and better-proportioned than most, reminiscent of the

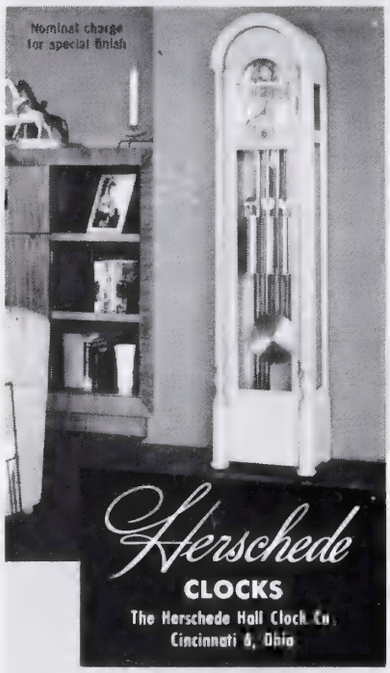


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FOR THE HOME

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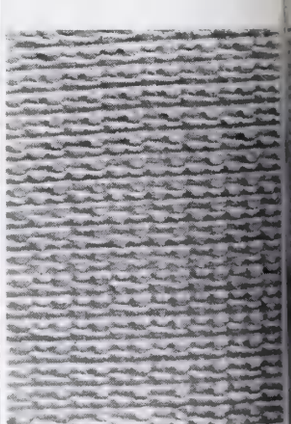
MEILINK STEEL SAFE CO.
TOLEDO 6, OHIO
Makers of insulated products for over 30 years

earlier grace of Dunca
The covering was a co
Empire stripe, not especia
but spotted and soiled b
hope of revivication. That
was the work of the cock
plastic is a very fine th
please . . . .

"All right. *You* find so
Marion challenged. "The
too old to train now. And
of looking like Tobacco R

I found it. At S. M.
Empire style and dog-pro
Cohama nylon damask
puckered surface a little li
Among a score of colors
antique gold with the
affinity for early nineteenth
furniture. The salesman d
actly relish my announcem
it was going to the dogs.
hated to make any downrig
antees. But he couldn't d
nylon is tougher than mo
you'd use to cover a sofa.
tried sponging a sample
wet cloth. Came out fine.
very pleased with myself a
nylon, I wired Marion to
upholsterer.

Next day at Altman's
across another nylon that
even more of a miracle.
weight this time, on the or
taffeta. But it is impress
permanently fixed ridge
would be indistinguishab
quilting if they were mark
stitches, which they are n
about that for slip covers
mind sponging spots. Jus
the cover off the chair and
through the suds. No
please. Give the seams a j



Washable quilting

put it back on the chair, ha
which means almost imme
That one turned out to be
hama fabric too. "Crestwo
the name. Ordered some in
very celadon to use on the
heart slipper chairs in
Twining's dressing rooms.—

STRUCTURE OF A PACE SETTER

CONTINUED FROM PAGE 239

and the bedroom. ms are various parti- on the same slab, htening the feeling of and continuity, as one nto another. But per- ost acute sensation is g farther and farther, loors, beyond the edge ony, beyond the land he slabs seem to merge, dom of the sky. Inner to travel outward on nd outer space comes re is a going and com- e, as though it were

feel as alive as the use they are cantile- have a slight vibrancy pires the sense of se- strong arm holding a offer springy support er so slightly, as an ind. In the Pace Setter, cantilever is not han- fetish, a demonstration rnism that is nothing cliché. It is used as of strength and econo- ecomes a feature of

levered slab is particu- able in this Florida se, by means of it, wide, verhangs are provided d for protection against al rains. As a result, ot get out of bed at se windows, no matter storms. At the same cantilevered slabs per- functions: One slab is cony of the main floor rhang for the ground floor. The other is the overhang for the main floor and in turn the floor of the roof garden.

Because of the cantilever, no supporting posts are needed along the outer edge of the slabs. Consequently, no supports interfere with the view from the balcony or from the rooms below. You sit on a balcony which is as free and open as the ground under a spreading shade tree. It's as though the columns were the trunk of the tree and the slabs were giant, overhanging branches.

Steel columns, rather than heavy, bearing walls, hold up the slabs and so permit the Parkers to completely open the southeast façade facing the bay and thus let in the vista and the prevailing breezes, converting the rooms inside into covered porches.

The steel columns have uses beyond that of support for the slabs: they become the frames for the window-doors or persianas, and mark the boundary of the interior space. They don't intrude in the living areas, as happens when the cantilever is a publicity stunt or a stylistic mannerism. They don't posture. They are not like the little boy riding the bicycle crying, "Look at me, no hands!" They are doubly functional: (1) as supports for the slabs, and (2) as jambs, after they were sheathed in mahogany, for the persianas.

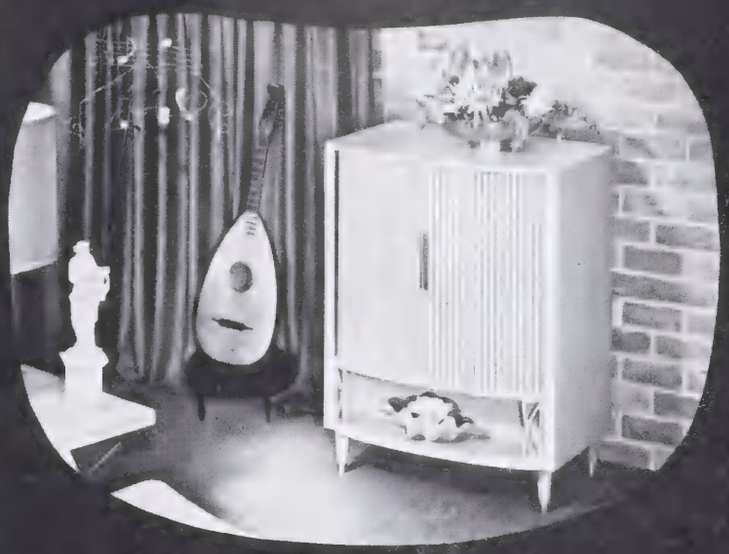
The structural system is so strong and simple that it easily contains the rich texture and pattern of the stonework. The vitality and vibrancy of the masonry under-

(*Please turn the page*)



al warmth and random, geometric pattern of the stone walls d complement the great simplicity of the concrete slabs which more than anything else to the sense of richness and vitality e Setter. Note feeling of integrity in honest use of all materials.

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THE STRUCTURE OF A PACE SETTER

CONTINUED FROM PRECEDING PAGE

lines, and simultaneously is underlined by, the simplicity of the slabs. The one has variety, the other has dominance and unity. Together they make for a uniform and dramatic work of architectural art.

But it is not art in the abstract, art divorced from life. The structure is not striking because it is simple, but because it simplifies living and housekeeping, without sacrificing beauty—beauty of form and proportion, line and mass, rhythm and balance.

"True simplicity, however, can be exceedingly complex," warns Alfred Parker, architect of the Pace Setter. "Take the slabs. Reinforcing them with steel rods is not simple. There were four layers of them, and each one had to be tied.

"Sometimes a structure may look and be simple, but what counts is whether it *works* simply. To arrive at real simplicity you must solve each part of every problem directly. You might say simplicity of this sort is the sum total of simple solutions. Form and function come so close together they act as one. That's when a house becomes architecture.

"Instead of flamboyance and flashiness, you have understatement. You create a simple but effective background for people. You get repose, dignity, freedom, informality. When everything does its job you have true simplicity. When the materials and over-all structure are right, the details fall into place, and you feel free to do many things. This encourages people to live more freely, more actively."

Parker applied these principles thoroughly. Simplicity was judged in terms of how it simplified the labor of keeping house without skimping on the pleasures of rich design and rich furnishings. He achieved it throughout. The slab floors, for instance, he surfaced with terrazzo (marble chips in a cement mix), a handsome but easily maintained material. All the other materials were similarly chosen for their appropriateness to Florida and each other, and for the abuse they could take from his small crew of growing children.

The interior walls are of cypress, native to Florida. Called "the wood eternal," cypress has little appeal for insects, and Florida is full of them. Nor does it stain from being wet and then dry. Th furniture, shelves, an is mahogany. So is th ing the steel colum has dimensional stabi swell or shrink like a hard wood, it hold than cypress. Thus the jambs.

The Pace Setter w by a man who has derstanding of his the climate and pecu region. It is armed rot and termites, resist all the bane life—bugs, mould, h hurricanes, and fire.

But there is, abo tain splendor in themselves, a natu which will grow w and weathering of t accidental. In choos rials suitable for Fl was well aware that selecting the materia become more beautif passed. The shell-an he laid in the walls invited the vines a lichens and mosses, lively beauty to their pattern. And so the will gain nobility a warmth and matur passes, because of th materials and the which they are used.

PERHAPS the fine Pace Setter has fo *honest* use of natural wood as wood, stone crete as concrete—ea rate and private glor is no pretense, no h personal expression each grained board, i infinitely stimulating. tion of such honest you, and you seem to

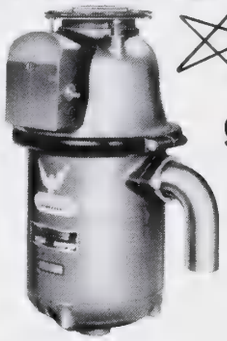
"In an atmosphere person is not encoura about truth and integ said in this regard.

It was in Parker's for a course in archite taught, that we foun that explain this be them from a book by Douglas. *Dr. Huds Journal.*

"I tried to analyz event, that Sunday mo las had written. "I moved, yet curious to predominant factors stirred me: whether t choir, the architecture reverence of the place or the man himself. was the perfect harmo



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plete integration of all these persons and properties.

"In the very first place, you had a sense of the solidarity and sureness and effortless self-confidence of the building itself. It was massive and it was sincere. The walls not only looked like stone; they were stone. I thought a little about this as I approached. Some of our churches are built of concrete blocks, in imitation of stone.

"And some of our wooden steeples, fussy with jigsaw ornamentation, are painted gray to resemble stone! I had never considered this matter, but it occurs to me now that a church should never be an imitation of something. If the people cannot afford to build their church of stone, let it be made of wood; but, in that case, let the wood be wood.

"This may seem to be cavilling over a small matter. The more I think about it, the more important it grows. If the church wants to have a steadying effect upon the people, it must begin the task by being absolutely honest."

These words apply remarkably well to the structure of the Pace Setter.

Construction Materials

Structure and foundations: Reinforced concrete: cement, Florida Portland Cement Div., General Portland Cement Co., Tampa, Fla.
Exterior wall surfaces: Quarry keystone, Keystone Art Co., Miami, Fla.
Interior wall surfaces: Quarry keystone, Tidewater red cypress, Tidewater Lumber & Supply Co., Inc., Miami, Fla. Solid mahogany, Mahogany Association, Inc., Chicago, Ill. Wall tile in bathrooms, United States Quarry Tile Co., Canton, Ohio. Ceratile on counter in master bathroom, "Basketweave," Cambridge Tile Mfg. Co., Cincinnati.
Roofing: "Suntile" used on roof deck, Cambridge Tile Mfg. Co., Cincinnati.
Glass: Heat absorbent plate glass for roof retreat and kitchen, Libbey-Owens-Ford Glass Co., Toledo, Ohio. Translucent glass panels over kitchen cabinets, Mississippi Glass Co., St. Louis, Mo.
Screens: Copper.
Doors and windows: "Jal-Win" glass jalousies for clerestory windows, Arnold Products, Inc., Miami, Fla. Persianas (Cuban type) of Cuban mahogany used throughout for doors and windows, José Cruz Naranjo, Havana, Cuba.
Hardware: Brass hinges (satin chrome finish) used for doors, The Stanley Works, New Britain, Conn. All other hardware used throughout house, Schlage Lock Co., San Francisco, Calif.
All wood finishing: Penetrating creosote stain (bleaching oil) for interior and exterior wood, Samuel Cabot, Inc., Boston, Mass.
Weatherstripping: Aluminum on all exterior doors and windows, Miami Metal Weatherstrip Co., Miami, Fla.
Flooring finish: Terrazzo on reinforced concrete slabs [illegible] about, Venetian Art Marble & Terrazzo Co., Miami, Fla. Rubber tile in kitchen, Armstrong Cork Co., Lancaster, Pa.
Plumbing: Water closets, W.A. Case & Son Mfg. Co., Buffalo, N.Y. Shower

(Please [illegible] page 353)

EVENTIDE
NO. 4386
WOODCREST



Textured Finish

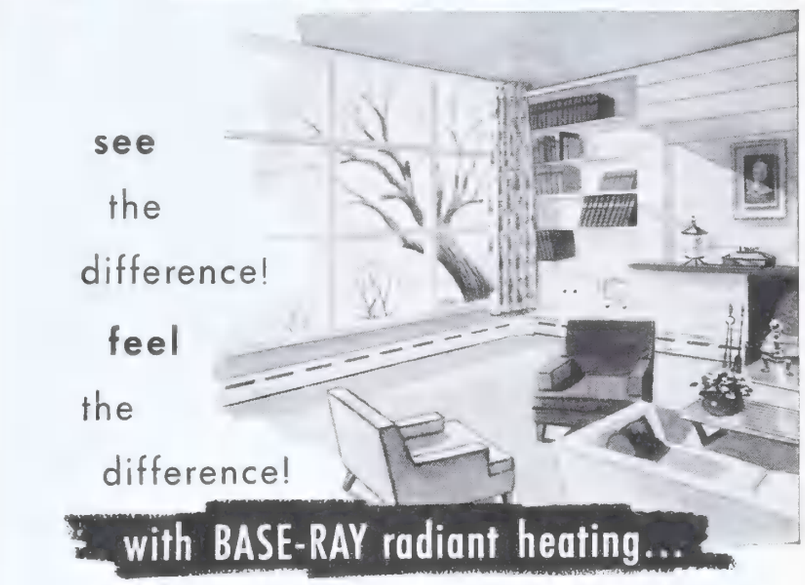
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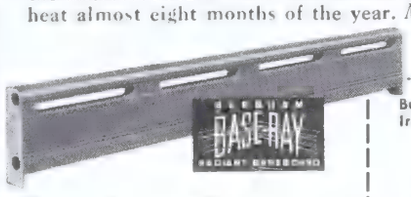


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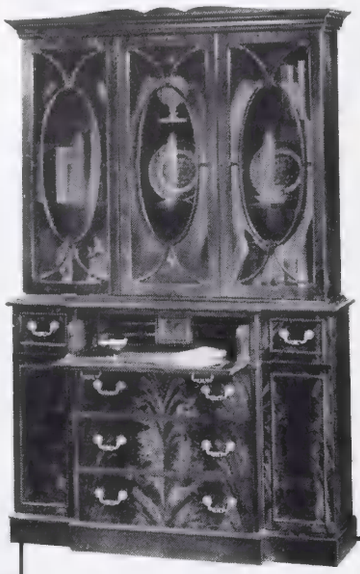
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frigerator. S
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makes use of existing sink, water connections and drain. Y
out of the way when it is not in use. If suddenly you buy
dishwasher can be adapted easily for permanent installat

UCTURE OF
E SETTER

FROM PAGE 351

Speakman Company, Lavatories, Crane Tub, American Radi- Sanitary Corp., Pitts- r doors, Shower Door Atlanta, Ga. Sub-Con- Plumbing Co., Miami,

in ground floor bath- elson, Moline, Ill. Fan Wind Motorfans, Inc., f.

mode heaters in all omode Corp., Roches-

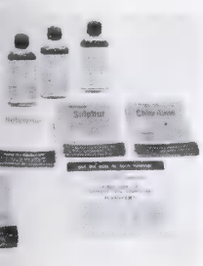
Cork wall for living avertone" for dining orkoustic" for kitchen Cork Co., Lancaster. ural) Mostly custom- y Studio of Lighting,

ent: "Bulldog" push- ectrical Products Co., -contractor: Clarence o., Miami, Fla. In the kitchen and Inc., Evansville, Ind. ogany, fabricated by Co., Miami, Fla. and e & Co., Miami, Fla. Light-colored ceramic erve as a dance floor, Mfg. Co., Cincinnati. **stallation:** In living Carlson Co., Roches-

"Flexscreen," Bennett- wich, N.Y.

dry equipment: Com- p and grill, two ovens drawers, Thermador o., Los Angeles, Calif. utomatic gas "Ice- omatic electric "Ice- and room air condi- Inc., Evansville, Ind. estinghouse Electric Ohio. Sinks (new sit- stainless steel, Elkay go, Ill. Cabinets of any, Bel-Wood Mfg. Miss. Faucets, Ameri- Standard Sanitary Pa. Marble counter Marble Institute of Mount Vernon, N.Y. Clipper, Trade-Wind Los Angeles, Calif. "In-Sink-Erator," In- Co., Racine, Wis. asher-dryer, "Duo- ome Appliances Div., o., Cincinnati, Ohio. and water softener, New York.

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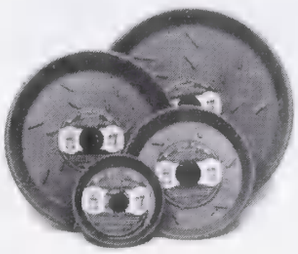
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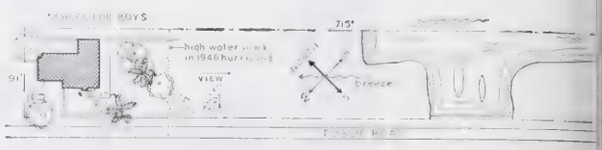
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"All out of Noilly Prat? I'd quit this confounded club if I could get out of this confounded chair!"

YOU USE SO LITTLE—WHY NOT USE THE BEST? ITS BODY, BOUQUET AND FLAVOR HAVE BEEN MOST FAMOUS SINCE 1813. **NOILLY PRAT FRENCH DRY VERMOUTH**
SOLE U. S. REPRESENTATIVES MUNSON G. SHAW COMPANY, INC., NEW YORK 17, N. Y.

A problem sit



Just as human character needs
architecture seems to gain in ch
it grapples successfully with limitat

A strangely shaped lot (91′ x 7
in by a boys' school on the back a
restriction of 20 feet on the street
few of the Parkers' many problems
crucial was the fact that 6/7ths of
known to be under water during a b
(The Parkers could tell where the
had stopped from the present trees,
have died if salt water soaked
around their roots.)

Theirs was a problem site in fi
bay penetrating always into half t
set-back restriction on front and
with an all-masonry restriction
controlling the materials they had
noise of a boys' school to be blank
only 1/7th of their land safe to use
Yet all these defects were mastered
a visitor can hardly believe that t
always a choice, expensive piece of



*The beauty of the bay is so ever-present, in and about th
very few realize that it could have been a menace had it n
at arm's length by the site planning, thanks to knowledge*

e for a better house



ıter encroaches into their land, the Parkers have created protected boat harbor for small sail boats. They keep own here and rent dockage to two other boat-owners.



g pool of the boys' school, which is 30 feet away from rear line, photographed before Parkers built. This was y a 20′ high stone wall, eliminating windows on that side.



h of the place where the Pace Setter now stands, before ted to be dumped there, showing the rise of ground on was placed. Nearness of school building shows on right.



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IN THE TRADITION OF AMERICAN TH

Continued From Page 239

to die in, and it is to accord in appearance with homely everyday usages, and with natural, universal objects and scenes. Indeed, is anything but negative beauty to be aimed at in the interior decorations as well? The hangings are but a background for the pictures and are to give tone and atmosphere to the rooms, while the whole interior is but a background for the human form, and for the domestic life to be lived there.

It may be observed that what we call beauty of nature is mainly negative beauty; that is, the mass, the huge rude background, made up of rocks, trees, hills, mountains, plains, water, etc., has not beauty as a positive quality, visible to all eyes, but affords the mind the conditions of beauty, namely: health, strength, fitness, etc., beauty being an experience of the beholder. Some things, on the other hand, as flowers, foliage, brilliant colors, sunsets, rainbows, water-falls, may be said to be beautiful in and of themselves; but how wearisome the world would be without the vast negative background upon which these things figure, and which provokes and stimulates the mind in a way the purely fair forms do not.

How we are drawn by that which retreats and hides itself, or gives only glimpses and half views! Hence the value of trees as a veil to an ugly ornamental house, and the admirable setting they form to the picturesque habitation I am contemplating. *But th heart builds, whether i or villa, can stand the light without a screen* Its neutral gray or bro wide projections and de its simple strong lines open-air quality, its an roofs, blend it with th wherever it stands. Su seems to retreat into its vites the eye to follow. warmth and coziness pe walls, and the eye gath tions of them at every

WE CAN miss almos else from a building a look of repose. This it Give it a look of repo else shall be added. Thi preme virtue in architec the city, walk up and principal thoroughfare what an effort many of ings make to stand columns and arches a There is endless varie and line, great activity stone, when the eye de plicity and repose. No br no neutral ground. Th in his search for variety his façade bristle with n forms. But now and the greeted by honest sin structure. Look at th front yonder, built blocks, simply one st another from the grou roof, with no fuss or fl



The Parker stonework was built out of scrap stone that was salvaged ly hauling it away, so no two pieces were the same size. This pro an advantage, for it made Parker think about each stone to bring ou that was in the stone itself. Masonry is reminiscent of Mayan and I

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the openings in the walls. How easy, how simple, and what a look of dignity and repose! Probably the next time we come this way, they will have put hollow metal hoods over the windows, or otherwise marred the ease and dignity of that front.

Doubtless one main source of the pleasure we take in a brick or stone wall over one of wood is just in this element of simplicity and repose; the structure is visible; there is nothing intricate or difficult about it. It is one stone, or one brick top of another all the way up; the building makes no effort at all to stand up, but does so in the most natural and inevitable way in the world. In a wooden building the anatomy is more or less hidden; we do not see the sources of its strength. The same is true of a stuccoed or rough cast building; the eye sees nothing but smooth, expressionless surface. . . .

What is a man's house but his nest, and why should it not be nest-like both outside and in—coarse, strong, negative in tone externally, and snug and well-feathered and modeled by the heart within? Why should he set it on a hill, when he can command a nook under the hill or on its side? Why should it look like an observatory, when it is a conservatory and dormitory?

The domestic spirit is quiet, informal, unceremonious, loves ease, privacy, low tones; loves the chimney-corner, the old arm-chair, the undress garb, homely cares, children, simple pleasures, etc.; and why should it, when it seeks to house itself from the weather, aim at the formal, the showy, the architectural, the external, the superfluous? Let state edifices look stately, but the private dwelling should express privacy and coziness.

EVERY man's house is in some sort an effigy of himself. It is not the snails and shell-fish alone that excrete their tenements, but man as well. When you seriously build a house, you make public proclamation of your taste and manners, or your want of these. If the domestic instinct is strong in you, and if you have humility and simplicity, they will show very plainly in your dwelling; if you have the opposite of these, false pride or a petty ambition, or coldness and exclusiveness, they will show also. A man seldom builds better than he knows, when he assumes to know anything about it.

I think that, on examination, it will be found that the main secret

(*Please turn the page*)



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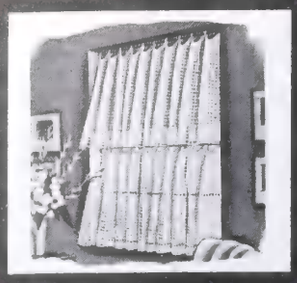
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IN THE TRADITION OF AMERICAN T

CONTINUED FROM PRECEDING PAGE

of the picturesqueness of more simple structures, like fences, bridges, sheds, log huts, etc., is that the *motive*, the principle of construction, is so open and obvious. No doubt much might be done to relieve the flatness of our pine-box houses by more frankness and boldness in this respect. If the eye could see more fully the necessities of the case, how the thing stood up and was held together, that it was not pasteboard, that it did not need to be anchored against the wind, etc., it would be a relief. Hence the lively pleasure we feel in what are called "timber-houses," and in every architectural device by which the anatomy, the real framework of the structure, inside or out, is allowed to show, or made to serve as ornament. The eye craves lines of strength, evidence of weight and stability. But in the wooden house, as usually treated, these lines are nearly all concealed, the ties and supports are carefully suppressed, and the eye must feed on the small, fine lines of the finish. When the mere outlines of the frame are indicated, so that the larger spaces appear as panels, it is a great help: or let any part of the internal economy show through, and the eye is interested, as the projection of the chimney-stack in brick or stone houses, or the separating of the upper from the main floor by a belt and slight projection, or by boldly projecting the chamber floor-joist, and letting one story overlap the other.

AS I have already said, herein is the main reason of the picturesqueness of the stone house above all others. Every line is a line of strength and necessity. We see how the mass stands up; how it is bound and keyed and fortified. The construction is visible; the corners are locked by header and stretcher, and are towers of strength; the openings pierce the walls and reveal their cohesion; every stone is alive with purpose, and the whole affects one as a real triumph over Nature—so much form and proportion wrested from her grasp. There is power in stone, and in a less measure in brick; but wood must be boldly handled not to look frail or flat. Then unhewn stone has the negative beauty which is so desirable.

I say, therefore, build of stone by all means, if you have a natural taste to gratify, and the rockier your structure looks, the better. All things make fr stone house—the m chens, and vines an kindred to the earth ments, and makes its any situation. . . .

The point of unior stones, according to n be a depression, a sh a raised joint. So t closeness and compact of your wall cannot l or rough. When the ting sun shines ath brings out the shadow ful and picturesque i not in cut or hewn sto such majesty. I like lintels of undressed "wild stone," as the ol man called them, unt hammer or chisel. If t wide enough, a sort of formed over the open jecting them a few inc

I like a live stone which time makes an which in the open ai certain tone and mello

What should a house stone be trimmed out painted wood? . . .

The natural color a the wood give a richn plicity to an interior can make up for. How t a genuine thing; how i the nude beauty of th painted surface is a b ingless surface; but and figure of the woo expression. It is the construction again appe other field. How endless of figures that appear kind of wood, and, w modest! The grainers do oak. They cannot. Th glares; their oak is deep; their figures put shame. . . .

The eye soon tires of lent contrasts. In ge which is striking, or tak sight, is to be avoided finishings or decorations. in the main or living halls, a more pronounce permissible, and the c walnut with pine or ma is more endurable. What in his living rooms is a q tone, and the main secret dark furniture and hang a dash of color here and floods of light,—big win plenty of them. No roo cheerful and inviting with of light, and then, if the



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light too, and the carpets showy, there is a flatness and garishness. . . .

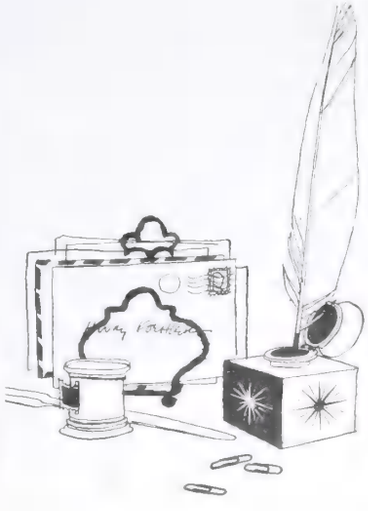
There remains only to be added that after you have had the experience, after the house is finished and you have had a year or two to cool off in it (it takes that long), you will probably feel a slight reaction. Or, it may be more than that; the scales may fall from your eyes, and you may see that it is not worth while after all to lay so much emphasis on the house, a place to shelter you from the elements, and that you have had only a different, but the same unworthy pride as the rest, as if anything was not good enough, and as if manhood was not sufficient to itself without these props.

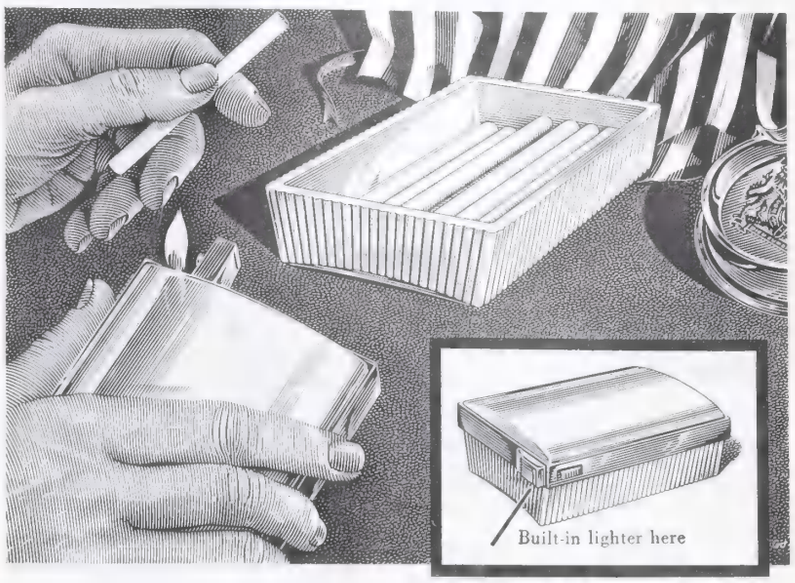
You will have found, too, that with all your pains you have not built a house, nor can you build one, that just fills the eye and gives the same aesthetic pleasure as does the plain unpainted structure that took no thought of appearances, and that has not one stroke about it foreign to the necessities of the case.

PRIDE, when it is conscious of itself, is death to the nobly beautiful, whether in dress, manners, equipage, or house-building. . . .

Unless, therefore, you have had the rare success of building without pride, your house will offend you by and by, and offend others.

Perhaps after one had graduated in this school and built four or five houses, he would have the courage to face the problem squarely, and build, much more plainly and unpretentiously, a low, nestling structure of undressed boards, or unhammered stone, and be content, like the oyster, with the roughest of shells without, so that he be sure of the mother-of-pearl within.





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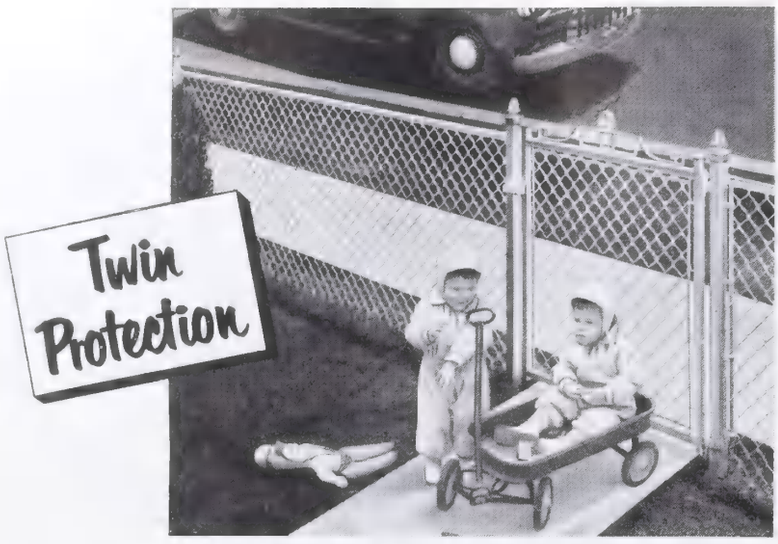


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THE PARKERS BUILT THEIR FIRST FOR $1,218

CONTINUED FROM PAGE 316

Parents on both sides of the family helped, too, by digging and planting trees, lifting stones, and helping generally.

The first year, 1943, saw the rough completion of what is now the living-room wing. Outside walls went up and the roof was constructed over the single large room which is now the living room. From this start, kitchen and bathroom (economically laid out back to back) got under way, and so did some of the interior finish. In November of the same year, during a ten-day leave from the Navy, the house was readied for occupancy. The roof was shingled, plumbing was roughed in, floor slabs were poured, and windows put in place. During seven days of this time a handy man was hired to help with the carpentry and cement work—the only labor hired for the house at this time. The family moved in on November 11th, although they were still missing plumbing fixtures, electricity, a working kitchen, and a few doors and windows. But they were under their own roof and they kept warm that night by their own fireplace, which drew perfectly.

During the second year another permit for $200 worth of construction was allowed and the bedroom wing was begun, while progress continued on bathroom, kitchen, and dining area. In 1945, with a permit of $900, the house began to assume a completed with details of interior trim carried out. Today ing has been laid thr house and plywood c storage walls are being One will divide the Mr. and Mrs. Parker's

Mr. Parker has al metal tubing in the new bathroom ceiling, so h culating from the hot will warm the whole ro also drawn plans to ad story bedroom to the ho front hall, reached fr spiral stairway. So the be no lessening of int house or the hard wor with building it, or seeing it grow.

Here is a cost break piled by Mr. Parker t where his money went:

Rock, cement, sand, and lime	
Lumber, millwork and shingles, etc.	
Roofing, felt, tar and gravel	
Plumbing (fixtures and fittings)	
Electrical supplies	
Glass (plain and decorative)	
Hardware, linseed oil	
Total	



This is the big, floor-to-ceiling, living-room window of the Par house, built of second-hand materials and his own loving labor. abundant morning sun, and the awning-type sash along the lower the room additional ventilation. Vines help screen room from si

PANTRY SHELF NEWS

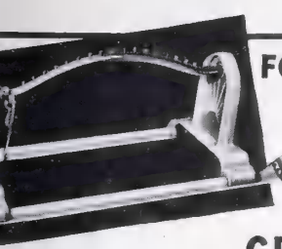


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ury of Fine Recipes
ound the World, just
ery presses. Exciting as a book, its fabulous recipes merit a special niche in any gourmet's collection. (A neophyte can follow them with aplomb.) In delightful stories interwoven with the recipes. Dorn brings alive the countries, people, and circumstances associated with them. His witticisms and stimulating discourses on how to make a fine art of creative cookery, dining, and entertaining afford fascinating reading. There's a chapter of party menus guaranteed to establish your reputation as a top-ranking gourmet and hostess. Another casts interesting light on wines and liquors. The many Chinese and Javanese recipes Dorn acquired while stationed in the Orient are truly masterpieces; and his chapter on curried dishes is a gem. Exotic creations for which Dorn himself is famous are also included in the book. His approach to creative cookery is audacious and exciting and he has a gift for making his enthusiasm contagious. The exquisite illustrations that preface the

(*Please turn the page*)



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e Avon keeps lawns green, all season long — year
ter year.

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Perhaps an ancient sense stirs in us all, when the leaves fall, that makes us think of safe-guarding what we love against the bite of winter. Your precious trees will withstand the strain of ice and wind better, if they are given care now. Roots continue to be active after the leaves have fallen, so Fall is a good time to fertilize.

While your grounds are not in use, you can conveniently have a Davey man brace and cable weak limbs and V-forks that might split under the weight of winter. Damage left from summer storms, from drought or insect attack, should be repaired now, too.

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Please send me the folders illustrating BROOKPARK Modern Design for Dining and BROOKPARK Desert Flower design.

Name

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City, State

PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

book's chapters are also a Dorn accomplishment.

B. Altman & Company, New York 16, N. Y., from whom you can order the Dorn cook book, have coupled it with a can of Old Bay Seafood Seasoning, called for in many Dorn recipes. The unit costs $5.25 (plus postage). Eleven spices comprise the superb seasoning formula, evolved by Baltimore Spice to duplicate centuries-old blends of the region's master sea-food chefs, once guarded family secrets.

The superb Williamsburg fruit cake from Lucy Ann Gray kitchens also harks back to an era and region famed for fine cuisine. The cake is made from the original Williamsburg recipe, as it appears in *The Williamsburg Art of Cookery*. Twenty-two ingredients, all of superfine quality, contribute to the cake's scintillating flavor blend. It's a rich, fine-grained batter, mellowed with apple brandy and sherry wine. Keeps indefinitely; actually improves as it ages.

Recipes for delectable desserts you can create with the cake are an added Lucy Ann Gray attraction. These imaginative, intriguing concoctions should help to break down the tradition that relegates fruitcake to post-holiday oblivion. The monotony of simply serving it sliced, time and again, may have precipitated the tradition.

Williamsburg Fruit Cake is available in 2-pound and 3-pound size and beautifully boxed. The small size costs $3.95, the larger one, $5.95; postpaid in both instances. Cakes for pre-Christmas delivery must be ordered by November 15th. For post-holiday use, they're available throughout the spring months. The Lucy Ann Gray address is P.O. Box 510, Alexandria, Virginia.

My exuberance over food finds is never tame; so when sleuthing unearths an extra-special find like Winding River Farm's pheasant, I embark on what friends joshingly call a one-man crusade. It's pheasant at its finest; succulent meat, tender and rich in flavor. I have never encountered pheasant that equalled the meat yield of those this farm raises. Their 3-pounder affords four generous portions. It's a ranch-raised bird that gives you pheasant's inimitable savor without the gamy quality so often encountered.

Their canned pheasant surpasses any product of its kind I have encountered. Their [illegible] nique keeps the meat savor true to that of bird; its firmness is markable. There's a of rich broth that y a soup course or in to serve with the ph ant fat, for basting th its browning, is also 3-pound canned ph $5.95 postpaid, and rice is available from $1.30 per 12-ounce c

They also have a h packing of a brace of frozen pheasants. Th in aluminum foil, wood case, and fest with colored, shredd and a spruce branc is $12.50; a pack th can of wild rice cost

The ordering addr vant's Winding River Pennsylvania.

Another meat treat cellence is the old-f ginia ham produced Old Virginia Smok authentic Virginia h ably renowned as t delight, and that pro dan's merits being c of the elite. Cured smoked by the sam fashioned methods p this smokehouse can in 1840. Months of the painstaking smok comes sugar-glazing method that gives meat the benefit of w Ham as rich as this be served in the usua It's best when slice It makes superb h and goes a long way.

"Plantation Cook Virginia Ham," supp dan's, contains delec along with complete

If the ham is kept covered, it keeps perf or three months.

Virginia ham is u cold, but the whole oven-heated if you wi you from personal ex when served hot, th none of its wonderful

Jordan hams rang from 8 to 13 pounds weight). They're rea you've doubtless su price per pound is includes shipping cha ing address is Jorda ginia Smoke House, B mond, Virginia.

(*Please turn to p*

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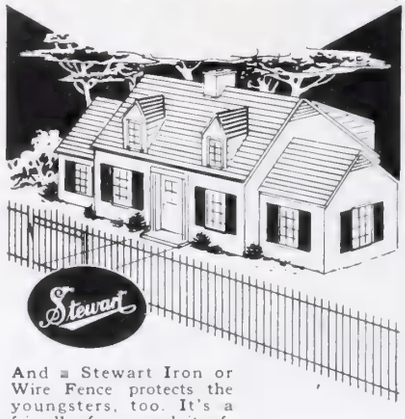
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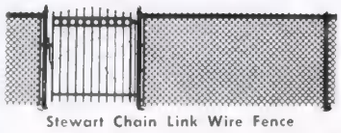
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PANTRY SHELF NEWS

CONTINUED FROM PAGE 362

With the approach of holiday entertaining and gift-giving, delicacies assume a special importance. So on with another one—Myras smoked mussels from Holland. The fanfare given this pack "the rarest delight of all smoked sea food." fits the product like a glove. No other smoked mussels, to my way of thinking, have savor comparable to these nor their buttery, tender texture. The fine olive oil in which they're packed affords a perfect flavor accent.

The smoked oysters packed by this Dutch organization are also exceptional. The oyster used is the Imperial from the province of Zeeland, said to be the finest to be had. With a raw product of that caliber, smoked by masters of the art, how could the end-product be other than superlative?

It would be a pity to leave the subject of Myras Brand without mention of their smoked baby shrimp. Tender morsels, incredibly tiny, and so skillfully smoked that their natural flavor is undimmed. They, too, are in olive oil.

If Myras products aren't in your local shops, you can obtain them by mail from Cha Madison Ave., New $2 for 4 cans; shri cans; oysters, $1. Prices are postpaid

The fine cheddar by Old Herkimer Company is a top- with those who kno know their cheese wheel-form, aren't also available in c a canapé or sandw made of long-age shouldn't be confu essed and paste spreads. It's natu creamy, softened f two types that are with fine port win rum, or you can *au naturelle*—a d some, and attracti crocks have snap-l give the content tion. In 6-ounce cr spread trio costs, ounce crocks, $7. Original Herkimer Company is State Herkimer, N. Y.

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no doubt you've often wished
rance hall. Your living room
and takes the brunt of all the
ked in from outdoors. Then,
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hall is an attractive partition
Armstrong's Linotile. The
was designed to give privacy
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Linotile floor makes it easy
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ow bad the weather outside, you need have no fears about Linotile. It's an exceptionally durable resilient floor, the easiest of all Armstrong Floors to keep clean. Dirt and grit won't grind in, and you can wipe up mud and water easily and quickly. Rubbers and overshoes are stored with hats and coats in the hall side of the partition . . . without confusion . . . without interruption to living-room seclusion.

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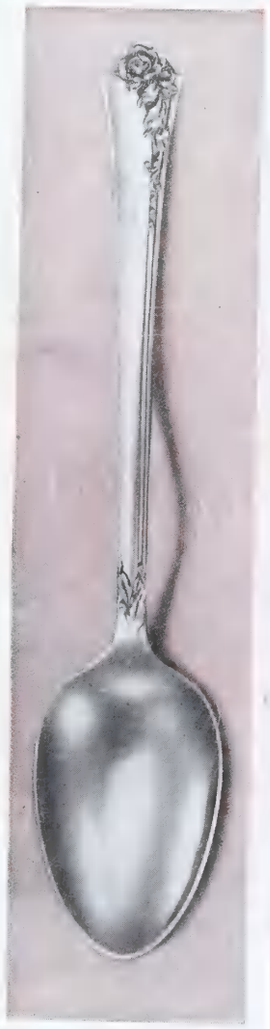
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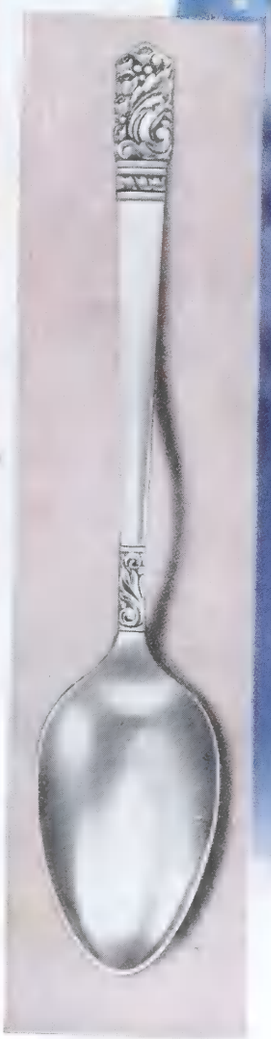
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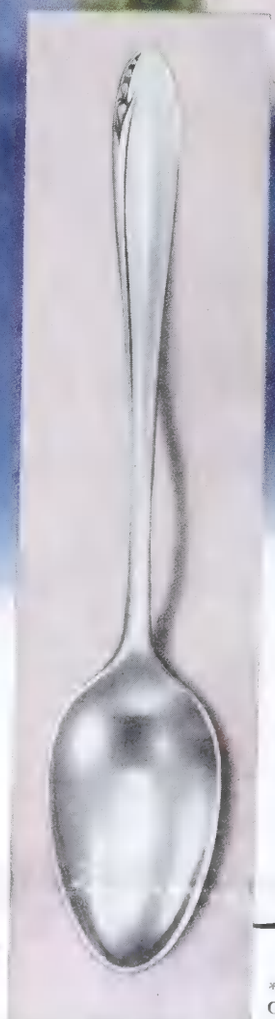




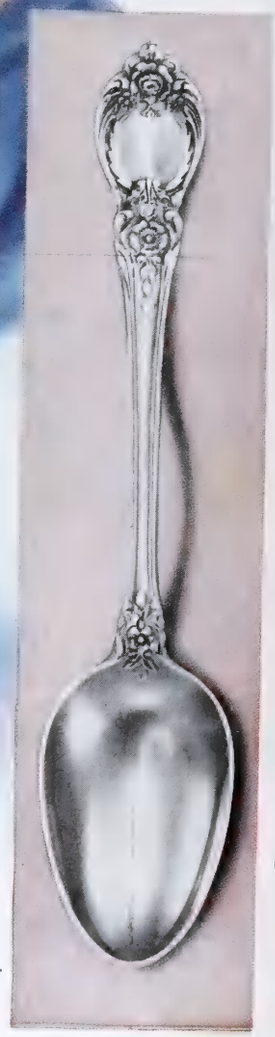
*Damask Rose**



*Mansion House**



*Lasting Spring**



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PHOTOGRAPH BY WILLIAM HOWLAND

A Christmas dinner buffet centered around a crown roast of pork (details on page 129). Carafe and compote, courtesy Plummer: brass tray, Dinsmore Associates; Imperial glasses; Gorham silver; Will & Baumer candles. Home of Mr. and Mrs. Wesley Simpson.

House Beautiful

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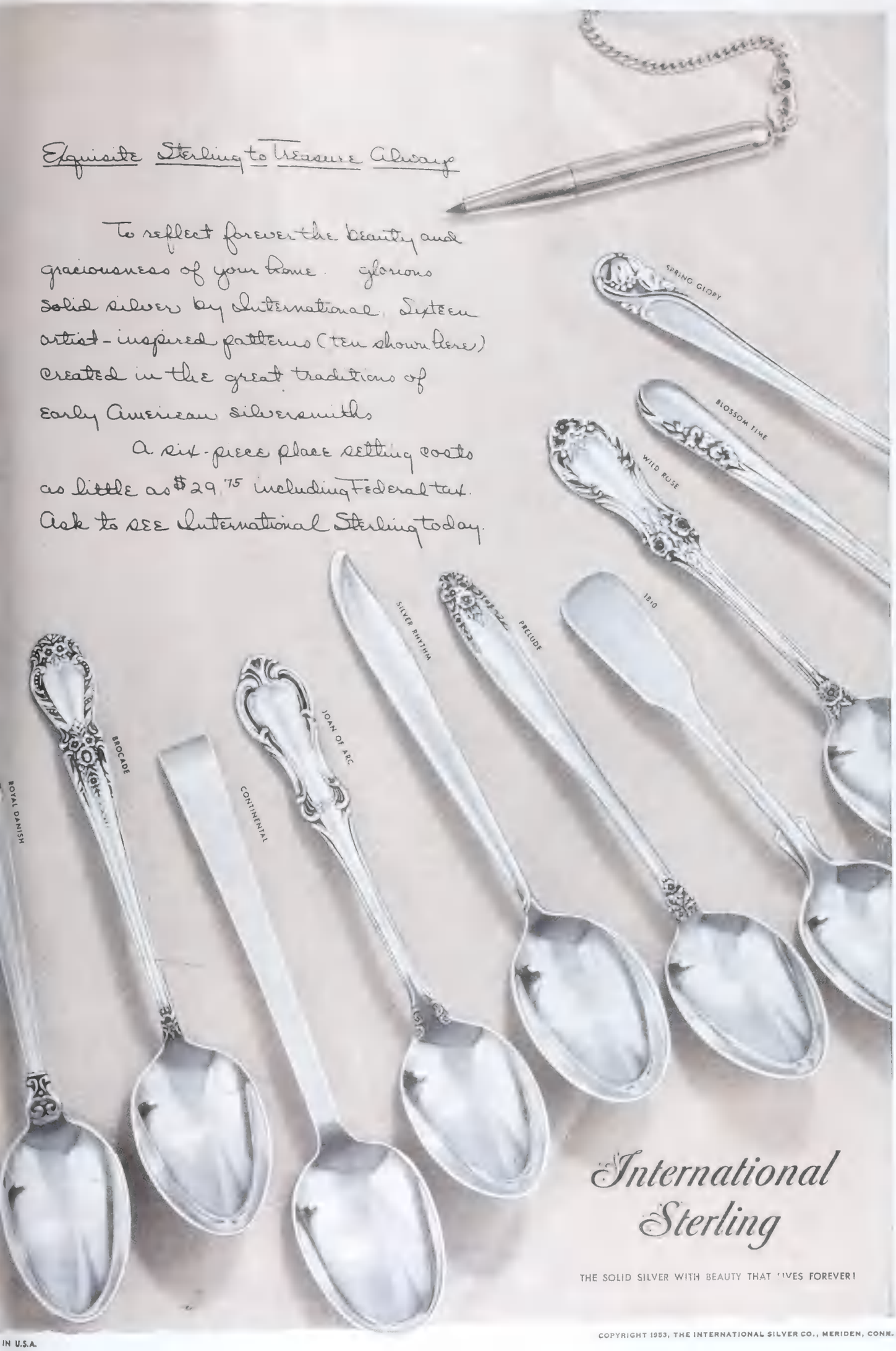
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PART TWO

By Richard Williams

Give the opera aficionados the very music of opera itself—complete, unadulterated operas in recordings that make lasting gifts of good listening

Last month I suggested books on opera as Christmas gifts; this month I'm suggesting opera records. It is quite impossible to list the innumerable existing recordings of excerpts, arias, potpourris, and transcriptions of operas. All I can do is to call your attention to some of the best *complete* recordings of opera now available. Your true opera lover wants it complete or not at all.

These days you can "go to the opera" and hear so wide a repertoire that no impresario, were he ever so adventurous or well financed, could offer you a like variety. *Der Corregidor* is an opera by the romantic writer of songs, Hugo Wolf. It has probably never been given in this country, and you wouldn't be likely to come across it in a German opera house either. But you can hear the complete score on records. You can hear, for example, Mozart's youthful little comedy, *Bastien and Bastienne*. Pleasant to listen to at home it is, though in the theater you would hardly have the patience to sit through it. Early operas, from the classic te ern, Monteverdi and Me mate or grand works in styles and half a dozen —you may choose from sion of recordings. Some are not of first quality. it! Many of those recordi in Europe, are made as ically as possible; some ing more than radio sponsored by the state off the air. Still, whethe not-so-good, the recording well for first acquaintanc

Aside from variety, ope ords offers a further one which I find even m lating. It enables one, i erate and compelling w hear familiar operas wit ear. Recorded opera, car pared, well performed, ity in sound, frees masterpieces from a cer theater atmosphere. It out in the open, so to s strips away trappings of

(*Please turn to page*



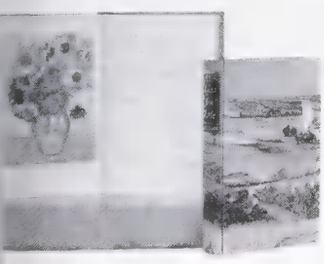
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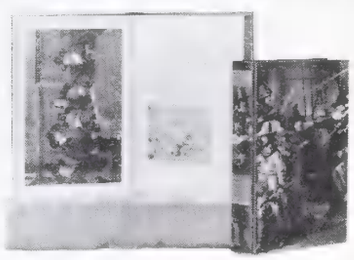
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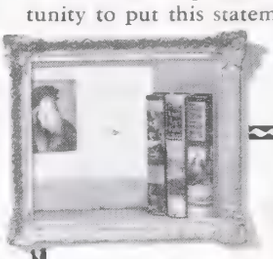
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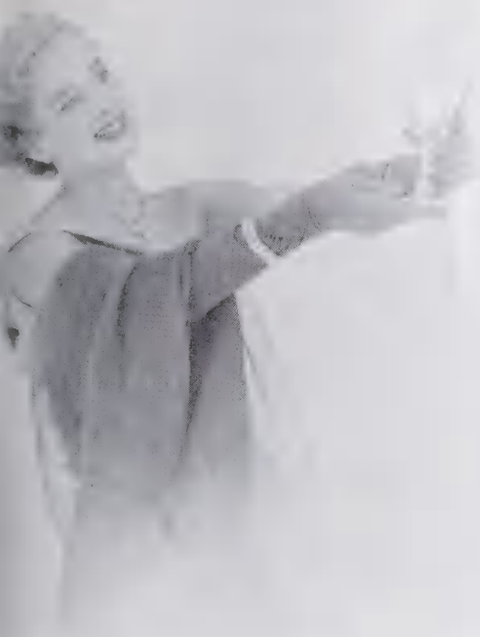
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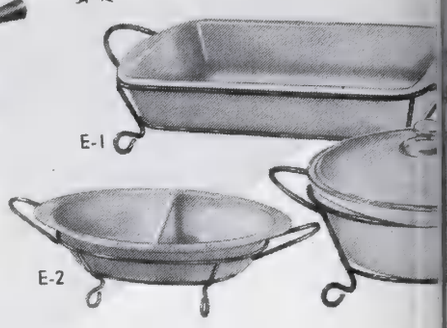
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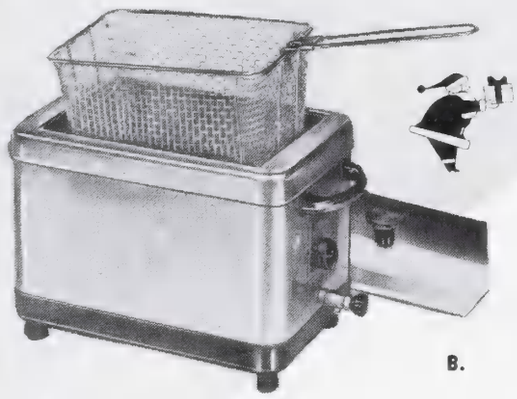
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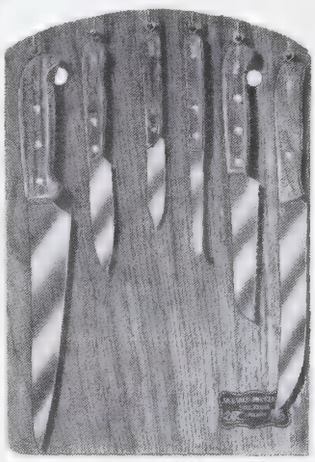
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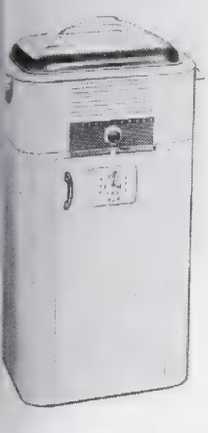


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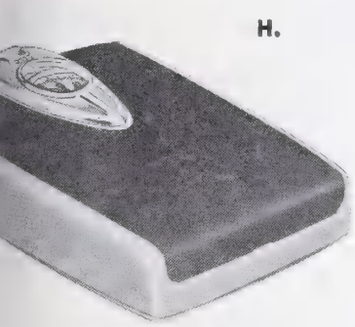
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...with a Gift!



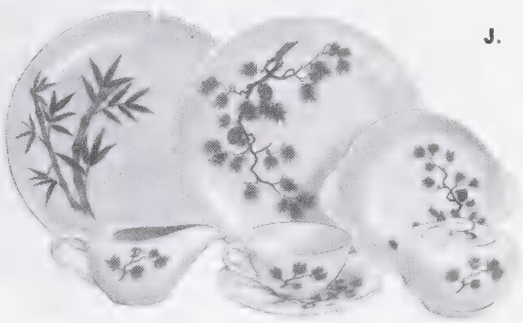
G.

...HOUSE roaster-oven will roast holiday turkey without watching . . . you wish and still taste so tender luscious juciness kept in. Great for baking too! Roaster-oven and broiler $53.90 value, special $46.90 complete, $21.95, Clock-timer $12.95



H.

bath scale with magnify-eye to mily weight and guard the family sion accuracy with lifetime service Rose, Blue, Green, Yellow, White or West of the Miss. $8.49) In chrome of the Miss. $11.49)



J.

(J-1) ***CALCUTTA BAMBOO*** or (J-2) ***RAINIER PINE*** 25 piece imported china dinner sets for four includes the meat platter, vegetable dish, creamer, sugar bowl, 4 large and small plates, 4 lug soups and 4 cups and saucers. Interesting linen-textured background. $19.95 . . . Service for eight, $32.95



(J-3) ***SHASTA PINE*** imported translucent china with white body and soft ivory shoulder. Compliments modern or traditional interiors. Each place setting provides a dinner plate, square salad plate, cup and saucer, bread and butter dish. Five piece place setting $3.99 (open stock pieces available)

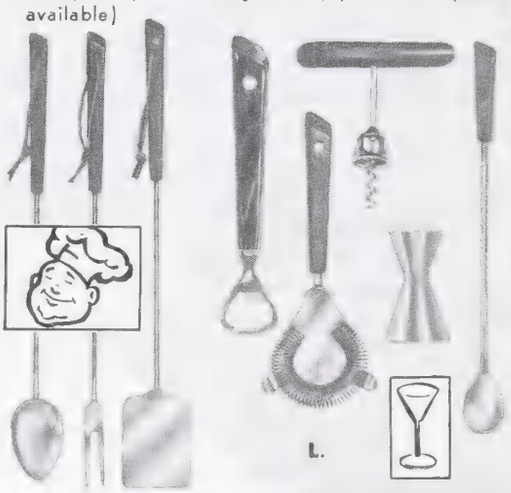


K-1

K.

K-2

(K-1) ***VICTORIA*** Thermal Ice Bucket holds a gallon of ice cubes for hours. Keeps salads cold and crisp. Serves 3½ qts. of hot foods! Copper, Mahogany, Grey or Green plastic. $7.95 . . . (K-2) 20 oz. double-walled Thermal Carafe, Tray and Tumbler set for night table or office desk. Keeps liquids chilled for 8 to 10 hours, or hot 3 to 4 hours. Colors as above. $4.95



L.

For the good host . . . stainless steel tools by ***PARKER GAINES*** have cool indestructable Formica handles. (L-1) Bar set includes long handled mixing spoon, strainer, corkscrew, bottle opener and jigger. $9.95. (L-2) Leather thonged barbecue tools. $6.95







...Order From The Store Nearest You

___ A. ARISTO steel Mats	___ F. SOLIS Hair Dryer	___ J-3. SHASTA PINE Pattern China
___ B. GOLDEN DEEP-FRY	___ G. WESTINGHOUSE Roaster-Oven	___ K-1. VICTORIA Ice Bucket
___ C. TRICOLATOR, state style desired: C-1, C-2, C-3	___ H. DETECTO Bath Scale	___ K-2. VICTORIA Carafe, Tray and Tumbler Set
___ D. KARLSSON & NILSSON Knives	___ J-1. CALCUTTA BAMBOO Pattern China	___ L-1. PARKER GAINES Bar Set
___ E. SILHOUETTE GLASBAKE, state style desired: E-1, E-2, E-3	___ J-2. RAINIER PINE Pattern China	___ L-2. PARKER GAINES Barbecue Tools

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IMPORTED
Damask Dinner Sets
Entirely Hand Hemmed

MOSLEY'S
OF CHICAGO

SPECIAL SALE

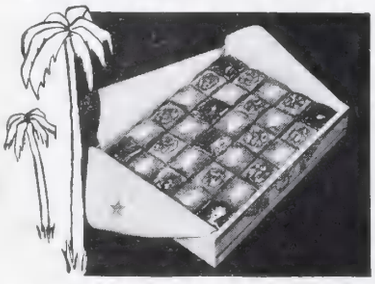
SERVICE FOR EIGHT (64" x 84" with 8 napkins)..... **$ 9.95**
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A lustrous damask for gracious living. Made of finely woven combed threads. Wonderfully washable. Irons with ease. *Buy it for holiday entertaining. Give it with pride.*

MOSLEY *Linens*

Choice of sand, mint green, champagne, sun gold, silver blue, and white. Attractively gift wrapped. We will mail direct to receiver with your card enclosed.

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A Princely Gift for Xmas

IMPORTED LUSCIOUS Holy Land Dates

A rare, delicious treat for everyone. Carefully selected choice imported dates topped with giant almonds and walnuts. A treasure that has traveled across the world from the Holy Land to bring you a happier Christmas time. Packaged in beautifully decorated cottonwood box. Satisfaction Guaranteed or your money back. Sorry no C.O.D.

4 lb. Box Only **5.95** Postpaid

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"MUMS" ENGLISH BONE CHINA

Herbert S. Mills
11 EAST KING ST., HAMILTON, CANADA

ORGANIZE AND GLAMORIZE WITH THE

FILE-DRAWER TABLE

Why buy an ordinary end table . . . when you can get this handsome piece of furniture that doubles as a file chest, too! Now you can keep your important papers as orderly as a corporation's . . . in a drawer deep enough for standard alphabetical guide and long enough to store the accumulation of years. There are two single drawers in addition. Hand-made of KNOTTY PINE with brass hardware. Drawers are dovetailed and set on hardwood rails. The inspired touch for your Early American OR contemporary home . . . the gift your efficient friend (or husband) will adore you for.



Unfinished, smoothly sanded **$24.95** 16½" x 22½" x 28" high

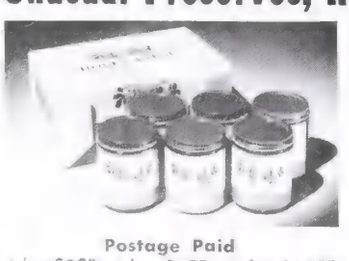
Hand-rubbed Antiqued Pine Finish **$27.95**

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Jeff Elliot Craftsmen
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Unusual Preserves, Relishes from the Old South



Elegant Southern taste treats prepared from prized pre-Civil War recipes. Sure to be appreciated gifts "unfindable elsewhere."

Select from: Watermelon Jam, Cantaloupe Ball Pickle, Amber Marmalade, Apricot-Pineapple Jam, Hernando Relish, Peach-Orange Conserve, India Chutney, Vicksburg Green Relish, Whole Cherry Preserves, Whole Strawberry Preserves, Red Tomato Preserves, Watermelon Rind Pickle, Watermelon Preserves, Natchez Crisp Pickles, Dilled Carrot Sticks.

8 oz. jars, in attractive Old Southern gift carton with card. Send gift list and check or M.O. to:

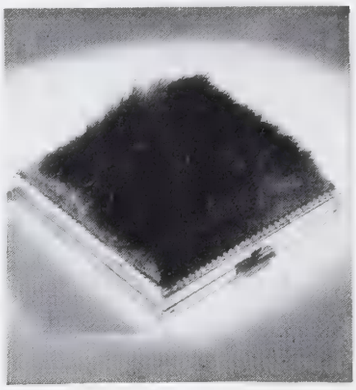
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3 Jars $2.95, 6 Jars $5.55, 12 Jars $10.95

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powder your nose
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the Kar-Kare-Kit
Jeeves to a jalopy
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compartment, and
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brush, sewing kit,
utility screw drive
ice-scraper and a
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TABBY'S SLIG
SY. Not much. Ju
feel deliciously,
pleased with hersel
catnip does to a ca
Martini. And this
Kitty Karpet, a lux
loom carpet, 12"
has a zippered poc
catnip. Now puss
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Artisan Galleries, 21
Ave., Dallas, Tex.



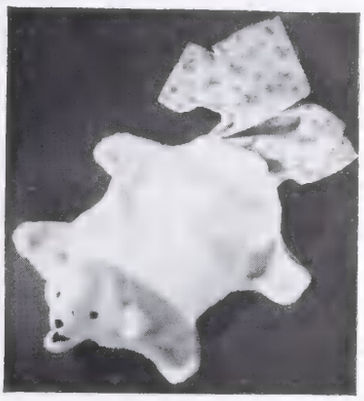
THE SMELL OF
on a man is a goo
a medley of sunlig
morning kisses and
and polished leath
lated into a single
splash on a freshly
A big bottle of Ba
the Virgin Islands
barber bottle of han
in cranberry and op
Carl Forslund, 122 F
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[O]PPING

WITH

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BEAR is a cuddly, He must be a baby e his eyes and his and his little red ch you to play with ft white plush with a l for stowing night if we were a child girl we'd want him or our bed. 18½" x He's also available . Edith Chapman, 50 e., Nyack, N. Y.



KISS ME, I'M he terse teaser hand- bright red letters reamy cotton apron. e *really* too busy to wear a Mother Hub- the kind of a dare se a scandal in the l one to all the pretty ur list. It creates a ry single time! $2.95 in the Garden. 19 e, Brooklyn, N.Y.



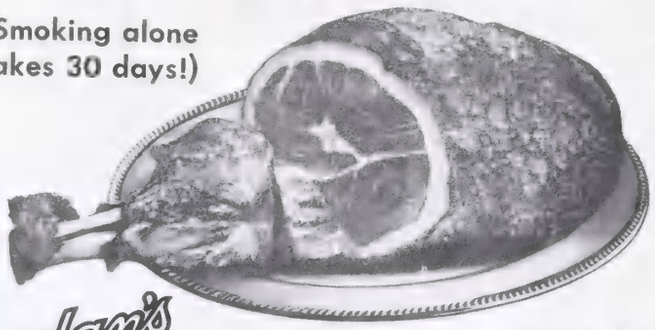
E SLIPPERS for d Master will make ing and his fireside ot of his day. The red, cheerful as holly lining is natural . The soles are come in men's full in women's full sizes are $9.50 per pair Appleseed's, Inc., y, Mass.



ATHER KEY ter the roaring suc- Grandmother Brace- Gramps' turn. A key chain is hung squares, one for each and each engraved first name and birth ain is $3.50. Each c is $1.50. Tax & oliday House, 112 eatre Bldg., Upper J.

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(Smoking alone takes 30 days!)

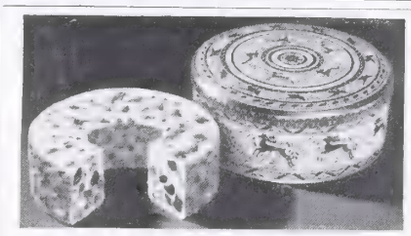


Jordan's GENUINE **VIRGINIA HAM**

Each magnificent ham now hanging in our aging rooms—thoroughly cured, hickory smoked to a rich mahogany hue, and aged approx. one year—has been tended by hand through each unhurried step, as we have been doing for 113 years! Just before shipment we simmer and bake the ham with wine and sugar to a savory, sweet and tender feast of flavor unlike any other.

ORDER NOW for Christmas delivery to you or someone you wish to please! Beautifully packed. $1.89 per lb., net cooked weight, ready to serve. 8 to 13 lbs. Postpaid (add 14c per lb. for shipping outside continental U. S.).

JORDAN'S OLD VIRGINIA SMOKE HOUSE ▪ 1433-F E. CARY ST., RICHMOND, VA.



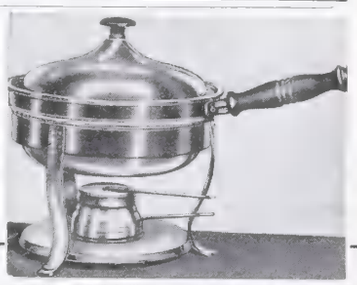
Elizabeth *Golden Cherry Nut Cake...the Superb Gift*

With every bite, you'll taste the full flavor of luscious, candied cherries; sunshine-ripened glazed pineapple; real Texas pecans; and golden pound cake . . . made with fresh eggs and creamery butter. The secret of its goodness is experience, and the PIKE family recipe . . . the old-fashioned touches of small batch measuring and mixing by hand, and slow baking to golden glory. Only PIKE *bakes* it, but everyone *enjoys* it. Once you try it, you'll be a regular Elizabeth Golden Cherry Nut Cake devotee who, year after year, re-orders this light, mouth-wateringly good, fruit and nut delight. Packed in a beautifully embossed, imported English tin, it's the gift of good taste for family, friends, business associates. Our baking is limited . . . order now for yourself and your gift list. We gift mail anywhere in the U. S.

Guaranteed Safe Arrival No C.O.D.'s please **3-lb.** De LUXE CAKE **$6.00** *postpaid*

ESTABLISHED 1924

PIKE'S BAKERY, *Morgantown, West Virginia*



"666" COPPER CHAFING DISH

For gracious entertaining and really fine cooking, here is the perfect addition to any household. This beautiful solid copper Chafing Dish is lined with pure block tin to retain all the natural food flavor. It has brass legs, an alcohol lamp and 3 pint capacity.

$36.00 postpaid

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Write for our complete folder on other "666" specialties.

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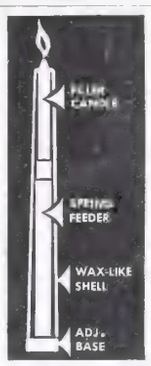


Candles that Burn . . . yet Never Grow Short!

The Konstant Kandle always burns at full 12" height. Never drips. Never bends. The secret is in the filler candle which is spring-fed upward through the outer candle-shaped metal shell. Each filler candle burns four hours. The outer shell is beautifully finished in a choice of wax-like colors: red, green, gold, white, black. Adjustable base fits any holder.

Order for yourself and for gifts: boxed set includes 2 Konstant Kandles with 2 dozen refills . . . only $6.75 prepaid. Guaranteed to delight you. No C.O.D's.

GINNY KAY Box 697 Davenport, Iowa



SMOOTH AS SATIN stainless steel in rich, soft platinum finish. World-renowned Bavarian Craftsmen created this modern imported flatware for informal dining. Each piece contour molded to fit your hand . . . perfectly tapered for balance, never needs polishing, never stains, never rusts! Unconditionally guaranteed.

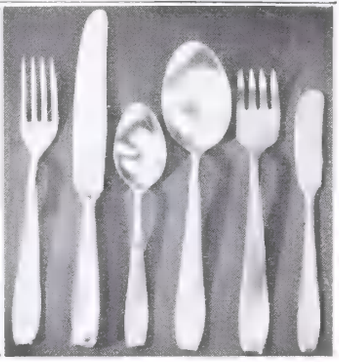
6 pc. Place Setting (one each: Knife, Fork, Teaspoon, Soupspoon, Salad Fork, Butter Spreader). . . . . **$6.75 Ppd.**

24 pc. Place Setting (six each: Knife, Fork, Teaspoon, Soupspoon) **$25.95 Ppd.**

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THE CAPTAINS' QUARTERS

ROSLYN, L. I., NEW YORK





LAWN SANTA AND 8 REINDEER!

Yours will be the "Christmas-iest" house in the neighborhood if you park Santa and his reindeer in front of it! Or put him on the roof! Each reindeer has its name on its chest. All of weatherproof, heavy and colorful plastic. Sharp pointed prongs for inserting in soil or snow. Santa and sleigh measures 12" x 12". Reindeer and stake 13" high. Complete set **$2.00** Postpaid.



REVOLVING "ANGEL CHIMES"

Heat rising from the burning candles causes the Herald Angels to revolve lightly striking the bells with their wands. The resulting chime-like sound is charming as sleigh bells in the night. Of heavy gauge highly polished brass 13" high. 4 white candles included free with each. Buy two—one for each end of the mantel, dining table, etc. Or if you desire only one for yourself the extra will serve as a perfect gift. **$2.25.** Two for **$3.95** Postpaid. (Extra candles, per dozen 50¢)



JINGLE BELL DOOR HANGER

Let visitors ring "Merry Christmas" with this gay door decoration. It's a scarlet plastic strap with 5 jingle bells attached. At the top of the strap is a cluster of holly, pine cones and ribbon.

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GLOWING CHRISTMAS STAR

New! A giant 12-pointed star that glows in the dark after lights are out! Hang one in each window, on the front door, atop the Christmas tree. 12" in diameter, it comes apart to store flat. Of heavy plastic.

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Write for Christmas Catalog.



"How Many" Days 'til Christmas?

Little eyes sparkle with anticipation as the Great Day approaches! A colorful, stand-up picture of a snowy village complete with church and Christmas scene. The buildings all have real doors and windows that open to reveal glimpses of the pleasures ahead! There's a door or window for each date beginning Dec. 1st and ending Christmas Eve. Made in Sweden. 12" high, 19" long.

$1.00 Postpaid.



IMPORTED 12-PIECE ANGEL BAND

Heavenly music played by a celestial band. Delightful little Angels each with a different musical instrument — 12 in all — including a baton-waving maestro! Each piece is hand-carved in Italy from hardwood and colored in assorted pastel shades. They have wings and halos of gold! 1¾" high. Set of 12, **$2.95** ppd.

Black and Company

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Old-Fashioned

Pfeffer-nuesse

(PEPPER-NUTS)

An Old-World treat for holiday enjoyment . . . that's old-fashioned Pfeffernuesse (Pepper-Nuts) . . . baked confection cookie-nuggets of snappy, spicy-goodness that tingle your tongue. Wonderful with coffee—a touch of gemuetlichkeit from old Milwaukee with holiday drinks. Makes rare, delightful gift. Packed in decorative, useful, metal container. Send check or M. O. for $3.50 for 2 lbs. net wt. (Postage paid). Except to Armed forces, *no shipment outside continental U. S.* Sorry, no C.O.D.'s.

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3 lb. PAIL **$4.10** each postpaid*

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6-1 lb. JARS **$6.15** postpaid

West of Denver add 60¢

3-1 lb. JARS **$3.15** postpaid

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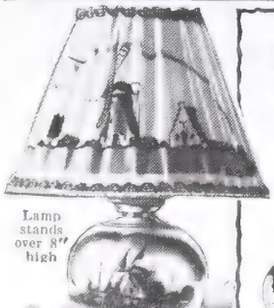
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SATISFACTION GUARANTEED

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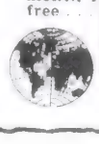
Lamp stands over 8" high

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We will send you this enchanting hand-painted Delft's Blue Twilight Lamp *direct from Holland* as a FREE GIFT for joining the Around-the-World Shoppers Club now! Then, as a member, you will receive exciting surprise gifts from all over the world every month for just $2.00 each, postpaid, duty-free . . . *your satisfaction guaranteed.* Write today for handsome illustrated brochure, or join while you can still get this lovely lamp FREE! Send only $6.00 for 3 months trial, $11.50 for 6 months, or $22.00 for 12 months membership.





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It's the most so surance policy ag embarrassment tha from a sterling- bracelet. If you t glamorous daught caution her agai marry girls for thei inc. tax. Ppd. O first class same Robin Hood's Ba Massachusetts.



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IF MAMA'S M

gleam in Papa's e the thought!) a gle in Papa's garage, come for these sh printed in no un with Mink Farms. being that if he ca he can raise it. Whit shorts, sizes 32-42, ing pajamas, A, B. Ppd. Green Gable Third Ave., New Y



COMICE PEARS

FOR Christmas Giving

AS LOW AS $3.75 DELIVERY PREPAID

FROM ROGUE RIVER VALLEY

ORDER EARLY

■ Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected—individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please. **DELIVERED PRICES (order by number)**

No. 1—De Luxe Box (10 to 14 pears) . . . **$3.75**

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He may have everything—but Remington 60 Deluxe shaver his name. Up to 19 letters inclu spaces—engraved in metal on t added cost—$29.95—sterling si gold, $49.95—platinum, $99.50 prepaid anywhere in U.S.A.

$7.50 allowance for your old el gardless of age, make or con

Order now for pre-Christmas wrap and mail direct, on requ

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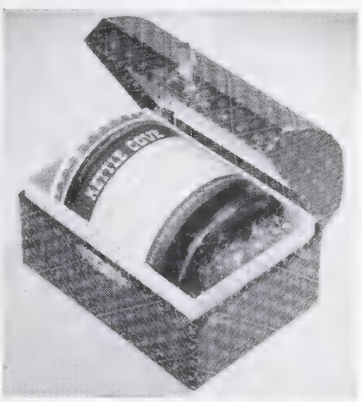
TROUSERS, black, and cavalier-elegant, u feel as long-legged Dietrich, as casually as Hepburn. Wear tailored shirt for it in front of TV. with an off-the-shoul- blouse for at-home ies. Sizes 10-18. 25¢ postage. Gil- 663, Boston 2, Mass.

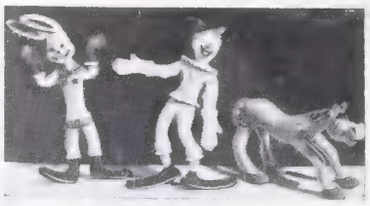


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Rand McNally's mbassador Globe. If kneepants, he'll con- ography teacher with wisdom. If he's a coon he'll spin the spin dreams of a moon on the Riviera. " high, it pivots on $6.95 plus 75¢ post. World, 122 E. Put- reenwich, Conn.



MARMALADE.
is "Grapefruit Mar- Bourbon." But, dear PPERS, it's that *with* makes the delectable is used with subtlety. harsh collision of he spiking wouldn't Packed in re-useable st, $1.95 ppd. Kettle es, 136 Summer St., Mass.



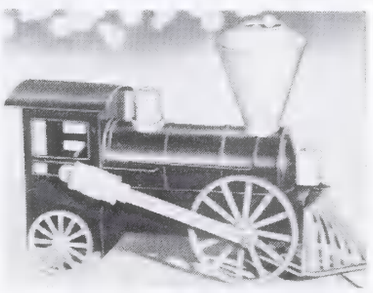


ACROBATIC PLAYMATES FOR CHILDREN

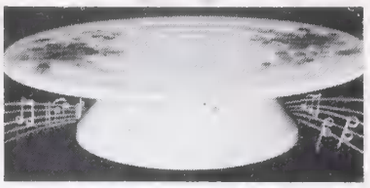
Youngsters will never tire of these fantastic toys. Of soft flexible rubber-like plastic, they bend into any position. They stand, sit, cross legs, do anything. Rabbit is 8" tall—others in proportion.
$1.00 each. Ppd.

WESTERN BRONC SADDLE →

There'll be no outlaws in the neighborhood with your cowboy son riding the range! Authentic model of a real Western Saddle fits easily over the seat of his tricycle or bike. It's made of soft molded rubber, real saddle-colored, with a "hand-tooled" design stamped into it. 14" long.
$3.50 Ppd.

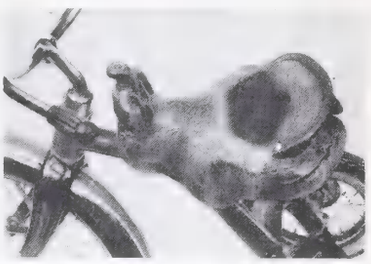






MUSICAL CAKE PLATE

It revolves and as it turns a hidden Swiss music box plays "Happy Birthday"! A twist of the tray winds it up. Plays over 2 minutes. Beautifully hand decorated in floral design. 10" in diam.
$4.95 Ppd.



← BUBBLE EXPRESS

Puff, puff, puff—a thousand rainbow bubbles come pouring from the stack of this entrancing pull toy as it chugs along! 12" long, 8½" high, of gay plastic. With ½ oz. bottle of bubble fluid.
$3.00 Ppd.

THRILLING ACTION AUTOS

Children never tire of playing with this fleet of realistic cars! Windshield wipers really work, taximeter clicks, windows go up and down, guns move in police cars, ambulance bell rings! Sturdily made of heavy-gauge steel—rubber tires. 4" long.
← 12-car set **$2.95**; 8-car set **$1.95** Ppd.

Write for Christmas Catalog

Black and Company

145 Black Bldg., Rockville Centre, N. Y.



Genuine Country Hickory Smoked

HAMS AND BACON

"A beautiful carving knife will be shipped with each order for a ham." From Hawthorn-Mellody Farms porkers. These magnificent hams and bacon are cured and really hickory smoked to bring you the ultimate in eating enjoyment. Recipe folder included.

SMOKED TURKEYS

Plump, tender, succulent, from Hawthorn-Mellody Farms. Milk and corn fed.

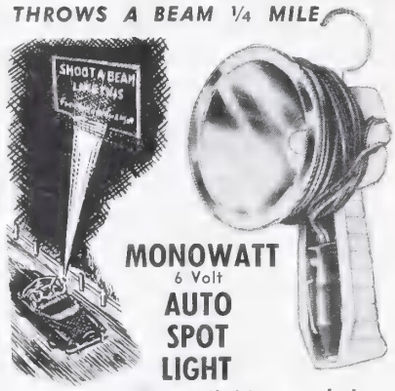
All orders shipped postpaid.

Hickory Smoked Hams, 10 to 14 lbs., Per lb. $1.02; Hickory Smoked Bacon, 7 to 10 lbs. Per lb. $.97; Hickory Smoked Turkey, 12-20 lbs., Per lb. $1.60.

State weight desired.

HAWTHORN-MELLODY FARMS
Country Store • Libertyville, Ill.

THROWS A BEAM ¼ MILE



MONOWATT 6 Volt AUTO SPOT LIGHT

Plugs into car lighter socket.

Handy, powerful and easy to handle Spotlight for car owners. Plugs into car cigarette lighter socket. Helps read road signs, maps, house numbers, emergency repairs or serves as distress signal. Small and compact, 6" high, fits glove compartment. Ideal car owner gift.

Features
- Suspension Hook
- Aluminum Reflector
- Unbreakable Lens
- 12 Foot Rubber Cord
- Cord Spool
- Ivory Plastic Handle
- Spring Tension Plug

$2.00 Ppd.

Send Check or Money Order. Please, No C.O.D.'s

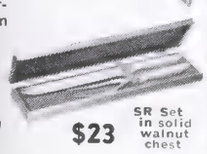
Tree Lane Shop
Glen Head • New York

Carve and Serve with one great blade

Handmade

greatest innovation as ever known. It's d serving fork all in works. With Ron, the r roast, fowl or ham kersnee's keen edge t with ease. THEN, the holding fork, you with Snick's forked , efficient, gracious. rber Blades, Snick- ade from the finest el ever used in cut- irper edge and holds

post- from



SR Set in solid walnut chest

$23

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IMPORTED CANDLES with your initial

in STERLING SILVER or in 22-K GOLD LEAF

Romance your "candlelight and silver" table settings with these Lady Brett 12" MONOGRAMMED CANDLES.

Hand-made, hand-dipped, hand-decorated in Germany by candle makers for European royalty. Taper burns with brilliant blue light *hours longer* than ordinary candles. Gold or silver initial and wheat crest fused in white candle by secret process—generations old. Charming "conversation" decor. Please specify initial, choice of gold or silver.

Gift Boxed. Set of 4, postpaid $2.50
No COD's. Set of 8, postpaid $4.75

Satisfaction Guaranteed or Money Refunded.

SOLD EXCLUSIVELY IN UNITED STATES BY . . .

artisan galleries
2100 N. HASKELL DALLAS 4, TEXAS



Tropical Gift Treat from Florida!

FRESH, SUNSHINE-RIPE

ORANGES AND GRAPEFRUIT

BEST-off-all-GIFT—Colorful handwoven Mexican basket (re-usable) full top quality oranges, grapefruit, tangerines, marmalades, shelled pecans and coconut candy dips. Decorated with green-leaved kumquats and silvery Spanish moss. HALF BUSHEL $6.95. FULL BUSHEL $12.00.

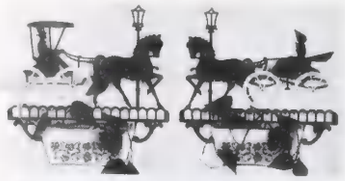
GLAMOUR GIFT PACK—Selected oranges, grapefruit, tangerines, marmalades, coconut candy dips and shelled pecans. (Approx. 55 lbs.) FULL BUSHEL $8.95. HALF BUSHEL $5.25. Bushel without marmalades and candy $7.95. Half bushel $4.75. **STANDARD PACK**—all oranges, all grapefruit or mixed. FULL BUSHEL $6.00. BOX (40 lb. $9.25. HALF BOX $5.00.

PINK or RED GRAPEFRUIT or NAVEL ORANGES may be specified in any of the above packs. Add $1.25 to full box, $1.00 to bushel and half box prices, 50¢ to ½ bushel prices.

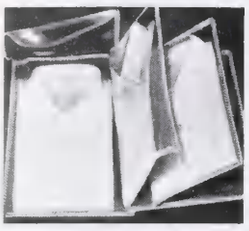
THE BARFIELD GROVES, Dept. H-2, Polk City, Fla.



Prepaid to points served by Rwy Express east of Miss. River, La., Ark., Mo. West, including Upper Mich., Wisc., Iowa, Kans., Minn. and Neb. add 10¢. Far west add 20¢. NO SHIPMENTS TO CALIFORNIA OR ARIZONA.

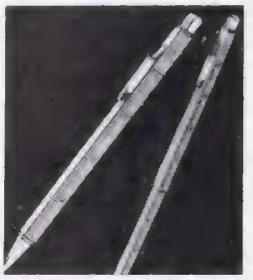


Horse and Buggy Silhouette Planters
Nostalgic reminders to those who knew the pleasures and contentment of "Horse and Buggy Days". Sets on table or hangs on wall. Of polished plastic—black horse and buggy, contrasting colored wheels and planter. Over-all size 9" x 9". Pair facing right and left as shown **$2.00** Ppd.



Ruler Pencil →
A handsome, automatic pencil that expands to a 12-inch ruler! A new import from Germany. A perfect gift to anyone who uses a pencil and a ruler. Beautiful silver finish. **$2.00** Ppd.

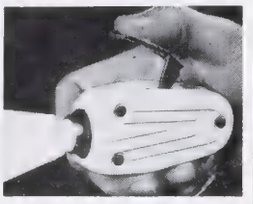
← Shirt or Blouse Book
The perfect gift for the man or woman who travels. Useful at home, too! Keeps shirts and blouses wrinkle-free and laundry-fresh. Four transparent pockets of durable plastic. Candy stripe binding. **$1.00** Ppd.

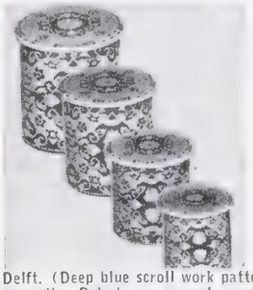




Batteryless Flashlight →
Has its own built-in electrical plant! Press the lever with thumb and the dynamo spins to produce electrical current for brilliant, never-tailing light. Will last a lifetime. No batteries needed—ever! **$5.00** Ppd.

← Automatic Bird Feeder
Keep song birds happy and well fed with this attractive feeder. Large, transparent cylinder holds generous supply of food which moves down to keep tray constantly filled. Weatherproof, colorful plastic. A Christmas gift for the birds!..... **$1.00** Ppd.





Chippendale Tole Trays →
Two beautiful handpainted Tole trays at the price of one! Graceful shapes, lovely floral designs. Size 9½" x 7½". Colors: black, ivory, turquoise or yellow. A grand gift to the woman who serves. **2 for $1.00** Ppd.



← Delft Blue Canisters
Imported from Holland. Beautifully decorated in the famous Dutch Delft. (Deep blue scroll work pattern on light blue background). Baked on enamel on sturdy metal. Largest Canister is 6¼" high—others in proportion. **$5.50** Ppd.

Write for Christmas Catalog

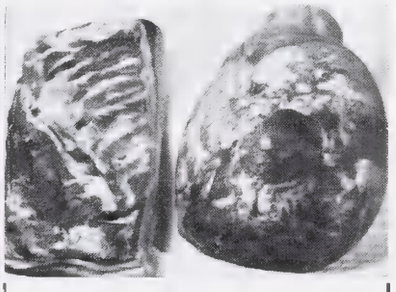
Black and Company
138 Black Bldg., Rockville Centre, N. Y.



DRESDEN BISQUE

Praying Madonna in blue, 9" $5.95
In White, 9" $3.95
Madonna with Child, Botticelli style.
In White, 5" $5.50
In White, 9" $16.50

Alfred Orlik Inc.
745 FIFTH AVE. AT 58th ST., NEW YORK 22



"OLD HOOSIER" HOME CURED, SLOW HICKORY SMOKED HAMS, BACON, TURKEYS, for GOOD Holiday Eating

Young, tender, juicy, flavorful, personally selected whole hams, bacon and turkeys. Home cured and slow, hickory smoked in the good old-fashioned way. THEY'RE NEVER HURRIED. No finer quality anywhere at any price. Carefully packed and shipped prepaid to reach you in perfect condition. Order Now!

Hams, 10 to 16 lbs. ..... $1.25 per lb.
Bacon, 3 to 8 lbs. ..... $1.15 per lb.
Turkeys, 10 to 15 lbs. ..... $1.75 per lb.

Specify size desired. No C.O.D.'s.
Prepaid East of Miss. River.
West of Miss. add 75¢ per order.
SAFE DELIVERY GUARANTEED.

"OLD HOOSIER" Meats
BOX 47, MIDDLEBURY, INDIANA

SANTA'S LIT UP

And he's so full of the Old Nick you'll want him standing at your front door, climbing up your chimney. Inside, he's perfect beside the fireplace. Completely weather-proof, he's made of heavy vinylite in natural colors. With a metal back and rings for easy hanging, he stands 32" tall, 18" wide. Complete with cord and four bulbs.

$9.95 postpaid
(Add 50¢ W. of Miss.)

The Fitzgeralds
545 Fifth Avenue New York 17





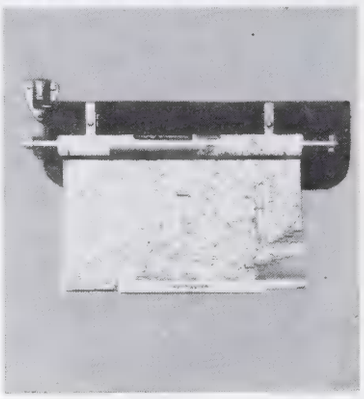
WINDOV SHOPPIN



BAYBERRY CA
part of the lovely, w
of Christmas. It is
if you burn them
tide you'll have luc
the year. And you
spicy fragrance. The
plete with holly-tri
wrought-iron holder
hurricane globes. 1
all. $3.95 the pair p
Room. 1538 Conn
Washington, D. C.



A BEAUTIFUL
hit the sack like a S
if her young mother
with this glamorou
Comforter and mat
It's filled with sof
covered with rayon
on one side, blue
Comforter is 16½"
low is 10" x 7½".
postpaid. Elron Pro
Chicago Ave., Chica



MAPMASTER is
that's come along fo
since safety tires.
for your road map
to the top of you
When you want to
route, pull it down
shade. Then roll i
sight. It pivots for
reading. Made of
steel, aluminum and
ppd. Louise West,
Springdale, Conn.

(Continued on page 23)

***NEW!* YOUR NAME ON GENUINE WOVEN LABELS**



YOUR OWN LABELS—TO SEW INTO YOUR HANDMADE GIFTS AND FASHIONS!

Yes Woven—because only actual weaving can produce these richly lustrous extra heavy satiny labels! Tapestry red and brown on ivory background. Your name (in 20 letters or less) embossed by hand on each label.

UNIQUE CHRISTMAS GIFT!

If they're a Christmas gift, send your friend's name and address. We'll send her a lovely card announcing your gift, in time for Christmas!

$1.50 for 12 LABELS, $2 for 20, $3 for 40

Send to **'DESIGNS'** Dept. HB 3-12
211 EAST 37th STREET, NEW YORK 16, N.Y.



NEW BASTER I
flavory natural meat
into meat for faster,
form cooking. Reduc
age, insures juicy, te
every time! Special fl
as mint sauce, Wo
sauce, lemon juice,
injected. (Baster also
gravy from fat,
cream.) Made of u
stainless steel. $1.95

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Dept. B, Wrigley Bldg.

ANNOUNCING

Imperial

BY CHRYSLER FOR 1954



Here are compelling new reasons for choosing the handcrafted Imperial as the most desirable of all motorcars! The absolute highway mastery this car offers is yours for 1954 with a completely new 235-h.p. FirePower V-8 engine . . . remarkable new PowerFlite Automatic Transmission . . . fully-powered steering and braking. Here, too, is the unmistakable look of leadership . . . a richness in outward line and inner luxury that makes this car truly unequaled among the world's finest. Your Chrysler dealer will gladly show you why the power of leadership is yours in an Imperial by Chrysler!

IE FINEST CAR AMERICA HAS YET PRODUCED







A bed warmer used to be a welcome gift...

the modern gift for sleeping comfort is a

UNIVERSAL *Electric Blanket*



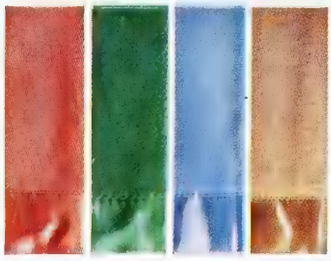


Gone are the days of icy sheets and heavy covers. Today's comfort is automatic under a luxurious Universal Electric Blanket. Slip into pre-warmed sheets and enjoy cozy comfort in any weather for Universal's Slumber Sentinel adjusts to any temperature change. Sleep is sounder, bed-making so much easier with a Universal Electric Blanket. And it's guaranteed by a two-year warranty.

Single or double bed sizes—single or dual control.

UNIVERSAL

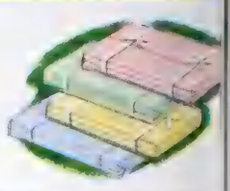
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



DESERT ROSE | FOREST GREEN | LAKE BLUE | PEBBLE TAN

New Decorator Colors styled by Beatrice West

America's top color stylist chose these lovely shades to blend with your own bedroom color scheme.



SAVE ON PASTEL PERCA SHEETS and PILLOWCASE by CANNON

At a big saving, add color h mony to your bedroom w these luxurious pastel s A special low price on e set when you purchase Universal Electric Blank

WINDOW SHOPPING

CONTINUED FROM PAGE 20

CAKE that is fit- "Heavenly" Fruit many fruit cakes with dried fruit. ith Glacéed fruits. of the flavor of rchards. You'll find erries, chunks of pears, chewy figs. all in a cloud-like $3.35. 2 lbs. $4.15 ak. 100B E. 33rd s 11. California.



LIFTING JOB ld linoleum floors and playroom is id Raw-Hide Lino- t dries overnight eum with a tough, astic finish that is rease-proof, stain- lly revives colors. 65 a gal. Ppd. Lin- ucts Co., 1107 S. Alhambra. Calif.

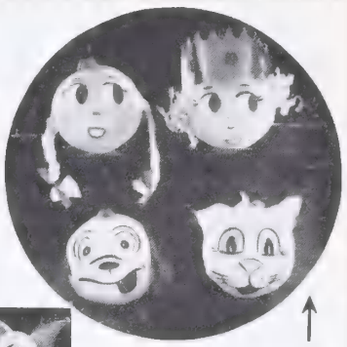


TH IVY are the liant Johnsii, an ex- nilodendron. Their leaves are shim- nd they thrive in- your home alive rough the winter healthy plants. shipped growing oted in rich soil. a pair. Ppd. John Apopka, Fla.

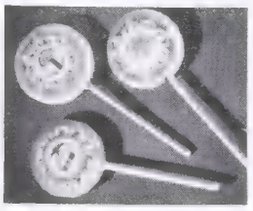




← **NATIVITY SCENE**, to gladden a heart on Christmas morning and ever after, comes in an old fashioned water globe. Shake the little 3" globe and snow flurries through the scene of Joseph and Mary kneeling beside the manger. A thrilling gift for your small Christmas angel, it would also bring a sweet serenity to a silver-haired grandmother. Topped with golden star, **$1.25.**



SURPRISE BALL. We recommend one of these for the toe of every Christmas stocking. It's a magical "hors d'oeuvre" that bridges the wild excitement between dawn and the big event of the Tree. Gay colored crepe paper balls, with beguiling, wide-eyed faces, are filled with 12 tiny favors, and it takes yards of unwinding to get to the last one! Each **$1.00.**



↑ **JOLLYPOPS FROM FRANCE**, gay as pinafored children rolling their hoops in the Bois de Boulogne, are the prettiest, most delectable lollipops we've ever had the fun of sucking. Each one has a different mosaic design, and they come in assorted fruit flavors. Wouldn't they be wonderful party favors? Gift box of 12 is just **$1.25.**



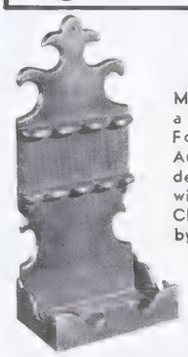
BE AN ANGEL and tuck this heavenly pair of salt and peppers into the toe of a Christmas stocking belonging to a lassie in love. She'll put them in her hope chest until she has her dream man for sure! If she's a newlywed light her breakfast table. Dressed in celestial snowy white with golden wings, they are 3½" tall, made of plastic and glass. **$1.00.**

Postage Paid on all Items
Sorry no C.O.D.'s

Page & Biddle

21 Station Road,
Haverford, Pa.
Send 10c for Gift Catalog

"Quaint American"®



SOLID CHERRY SPOON RACK

Mary Jo Lee spoon rack a favorite from the Forslund Collection. Authentic and convenient decorative accent. Solid wild Cherry in our rich Cherry finish. 19½ high, by 8½ and 5½ inches.

Postpaid **$9.95**

Complete 80 page catalog shows our complete collection of authentic solid Cherry furniture, milk glass, lamps, floor coverings and unusual decorative accessories. Send 25 cents for your copy.

Send for New, Big CATALOG THAT IS A FASCINATING ADVENTURE 25¢

Carl Forslund INC.
122 FULTON, GRAND RAPIDS 2, MICH.



St. Christopher Lighter

A sterling silver medal decorates the front of a non-tarnishing nickel-plated pocket lighter. Give it to your favorite chain-smoker and he'll be twice blest: with the protection of St. Christopher—and with a fine Evans lighter.

$5.95 ppd.

House in the Garden
19 GARDEN PLACE • BROOKLYN 1, N. Y.

for Xmas and Feasting



CHEDDAR CHEESE

Rare, old-fashioned, natural from the choicest cheese lush grass season in upper Each shelf-cured and aged it more if you wish; it's drying and molding. Perfect, postpaid. Just send or ours enclosed. *Be sure yourself.*

0; $5.00 west of Rockies
$4.25 west of Rockies
0; $2.25 west of Rockies

RYLEA®
n 32, New York 17, N. Y.



Adams Sconce . .

The beauty of solid brass and the incomparable loveliness of candlelight make this 2-candle sconce "something special" to enhance your living room, dining room or foyer. Lacquered to prevent tarnishing, felt backed beveled mirror. 24" high x 9" wide (Prisms not included). Satisfaction guaranteed.

$24.50 pr. **$13.00 ea.**

Express Collect—No C.O.D.'s

Set of 24 imported crystal prisms: $3.50

Colleen Studios
11 Colleen Street Newark 6, N. J.



Old Fashioned *CHEWY ALMOND MACAROONS*

Mmmm . . . Just crunch through the crispy thin coating, get a mouthwatering taste of that rich chewy almond center—and you'll know you've hit the high spot of anyone's visit to Atlantic City! Munch them with ice cold milk, ice cream, coffee. They're delicious every way! A flavorsome party treat . . . a delightfully unusual gift!

Box of 24 (illustrated) **$1.75** ppd.

Box of 48 (Family Size) **$3.25** ppd.

Gift Wrapped
Check or Money Order
No C.O.D.'s Please

Send for FREE Folder of Other Assortments

A. L. ROTH
Macaroon Bake Shop
2627 Boardwalk, Dept. B, Atlantic City, N. J.



for **CHRISTMAS GIVING**

Plump sun-ripened berries and fruits; slow-cooked the old-fashioned way in open kettles, using only sugar and fruit. Packed in rustic gift boxes decorated with Oregon forest sprays and cones. Unusual personal and business gifts.

"CHUCK WAGON" BOX. Five assorted 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves, Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones.

Shipped prepaid, **$3.25**

FREE BOOKLET LISTS GIFTS $3.95 TO $28.75

JANE AMHERST
1903 N. Argyle, Portland 17, Ore.

☐ Send boxes listed on enclosed sheet. ☐ Send booklet.

Name_____

Address_____

City_____ Zone____ State_____

A GIFT OF LASTING UTILITY Saladmaster



Guaranteed in writing for 10 years!

Absolutely amazing. Everywhere, homemakers are proclaiming the marvels of this nationally advertised, wonder machine. Saladmaster prepares foods over 200 ways . . . makes luscious salads — cuts paper-thin potato chips — shoestrings and French fries — shreds coconut — peels celery and apples — prepares baby foods and vegetable juices. Blades, guaranteed not to dull, rust or stain, are made of 20-gauge, cold-rolled, solid steel. Completely chrome plated — looks like a jewel, EASY TO CLEAN and EASY TO OPERATE. Safe enough for a child to use. **PLACE SALADMASTER ON YOUR CHRISTMAS GIFT LIST — TODAY!**

NOT SOLD IN STORES



Complete with 5 mirror-like cutting cones, beautiful full color instruction and recipe book. $29.95 plus sales tax, if any. Higher outside U.S. Postage paid if check sent with order.

RUSH ORDER TO
SALADMASTER SALES, Inc.
131-HB12 Howell • Dallas, Texas

Chops
Peels
Waffles
Slices
Crumbs
Shreds
Strings
Grates
•
OVER 200 USES

SIX PIECE SPICE SET

Fastens on the wall to save you needless steps. Holds five spice shakers made of ceramic and hand painted in color. The 12" pine shelf has a gay rooster decoration to pretty-up your kitchen.

$2.95 plus 25c postage



TWO GIFTY KITCHEN RACKS from FOSTER HOUSE 15-B12 Cole Court Princeville Illinois



$3.95 plus 35c postage

CHEF SALAD SET

Large 14" pine rack holds your favorite salad oil and vinegar in a twin bottle with the ceramic handled fork and tossing spoon on each side. Complete, even to a filling funnel. Everything you need to make your own famous salads. Complete set of 5 pieces as priced above.

Glorify HAMBURGERS *into* CHARCOAL-BROILED *Hickory-Smoked Treats*

Artie's CHAR-BROIL



Season your holiday greeting with Char-Broil, the all-season gift for the home chef. Just sprinkle on meats, fish or poultry before grilling or broiling. Enjoy true hickory-smoked, outdoor barbecue taste with **indoor** cooking! Glorify hamburgers into zesty treats. Send 65c for big ¼-lb. jar, or send $1.00 and we'll include 45c jar "SEASON-ALL", the all-new seasoning for all-round cooking. Nu-Way Foods, 760 Edgewood, N.E., Atlanta, Ga., Dept. 12B.



Personalized SANTA, SLEIGH and 8 REINDEER

Your Name and House Number GLOWS IN THE DARK

ONLY **$2.95**

Adds a festive touch and Yuletide Cheer to home and surroundings. Gaily decorated in holiday holiday colors. Artistically hand-lettered. Each Reindeer bears name of his counterpart in the immortal poem, "A Visit From St. Nick." Use anywhere, outdoors—on lawn, porch, attached to house; indoors—around the tree, on mantel, etc. Comes with sharp-pointed stakes that anchor it firmly in soil.

Orders Filled Same Day Received! Made of heavy weather-proof methyl methacrylate plastic. So sturdy, you'll use it for years. Won't rust, crack, warp, peel, fade or lose lustre! Guaranteed or Money Back. Add 25c for postage. No C.O.D.'s please.

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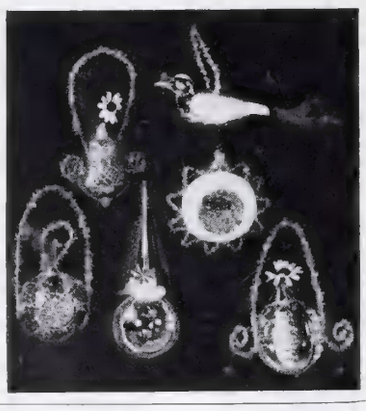
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under the tree
England, white
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In medium or
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handsome wall r
the slides be d
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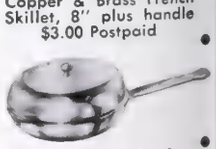
AT LAST! LOVELY



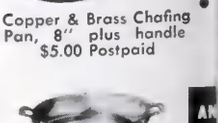
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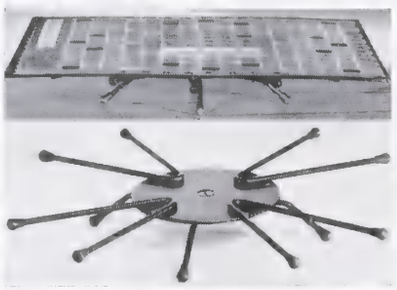
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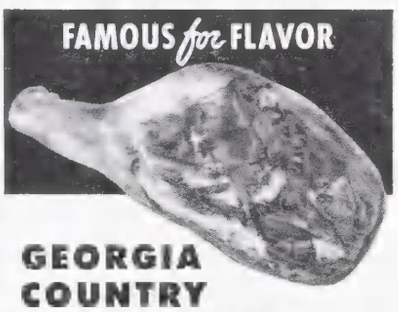
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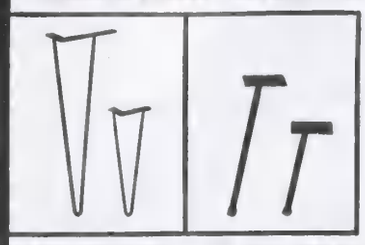
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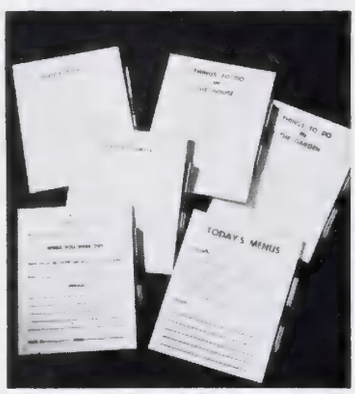


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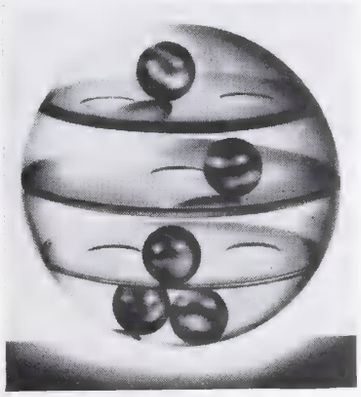




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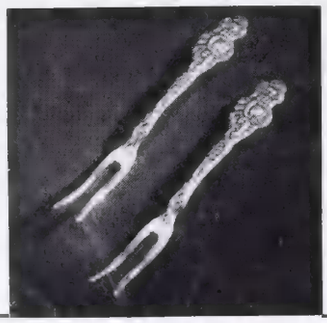
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55 lbs., all oranges,
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Salt, pepper and grease jar with cover, done in white ceramic with figures of Dutch boy and girl handpainted in colors. Big size shakers, ample grease jar. The set of 3 pieces

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Plummer's famous Christmas Tree beautifully reproduced on a choice of most wanted selections. Left, Christmas Tree Hiball or Milk Glass. Doz. $15.00. Christmas Candle Glass, exclusive with Plummer. On one side bright candles, holly leaves and berries—on the other, provocative mistletoe. Gold edge. Doz. $13.50.

Exquisitely beautiful Crystal Hiball Stirrers or Old-Fashioned Muddlers mounted with 3-dimensional Christmas Tree in glowing colors surmounted by gold star. Stirrers, 7½ ins. long; Muddlers 5½ ins. Choice, packed 12 in box, $9.00.

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PREPAID (add 50¢ per Ham West of Miss. River.)

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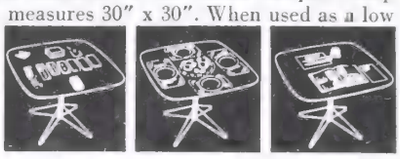
Look what this Table will do!

This blonde mahogany coffee table "twirls-up" to become a card, luncheon, or occasional table



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FOR CARDS FOR LUNCH FOR WORK

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You'll be pleased as Punch when you tell your surprised friends you made them yourself! 10 of the most adorable angels imaginable . . . heavenly bedecked in glorious color. Figures come printed on heavy paper—you simply cut out, paint, apply metallic and velour papers and assemble . . . it's as easy as that and it's fun, too! Grand for gifts, prizes, favors, table and holiday decorations. Complete kit includes 2 of "THE PRETTIEST ANGELS" 14″ high, 8 of "THE PRETTIEST ANGELS" 7″ high, water colors, brush, paste, red and gold metallic and green velour papers.

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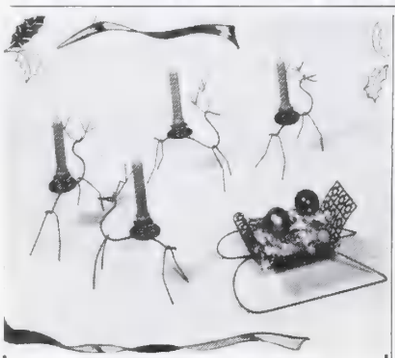
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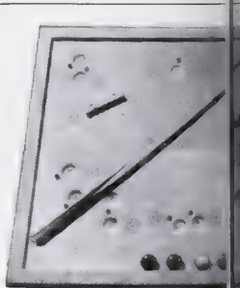
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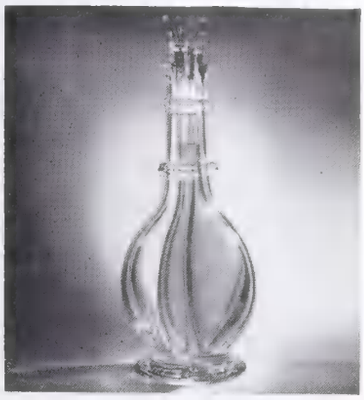
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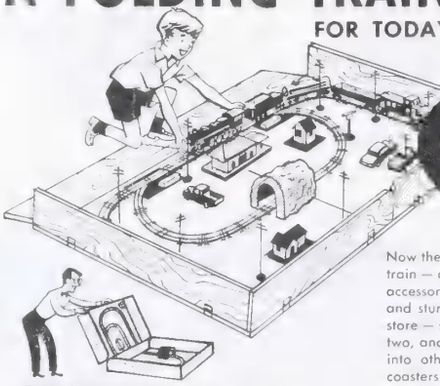
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To be certain your platform arrives in time, send check or money order TODAY!

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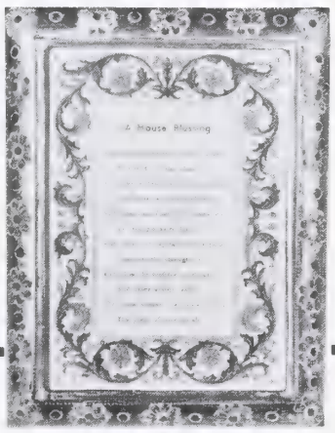


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(A) AUTHENTIC ROMAN LAR. God of household and garden. 45" high, figure 25" high. Basket 14" x 11½". White or Pompeian Green. **$79.50**

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D



E



(E) FLOWER URN #106. 11" long, 5" wide, 5½" deep. Cast Aluminum. White or Antique Green. **$7.50**

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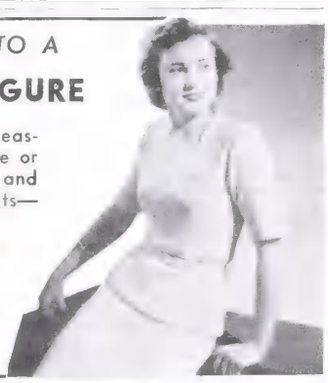
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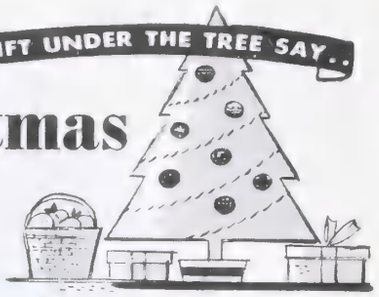


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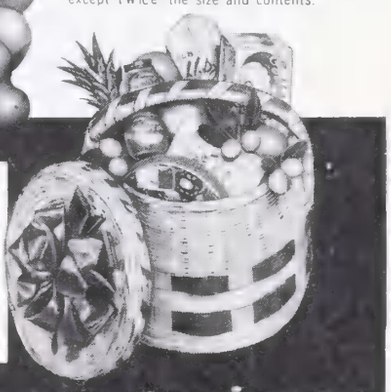


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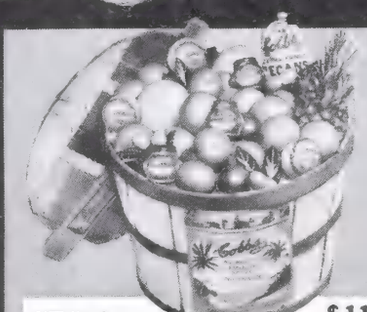


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Approx. 27 lbs. — Fruits 'n Jams, delightful to look at, delectable to taste ... truly a treat for the eyes and the palate. Oranges big as Coconuts and Grapefruit even bigger. Chinese Kumquats, tangy Tangerines, Persian Limes and 3 large jars of Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve.

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GIFT No. 6 **$11.85**

Approx. 54 lbs. — Beauty and the Feast ... Juice-heavy Oranges, giant sweet-sweet Grapefruit, Kumquats, Persian Limes and our "Zipper" Tangerines, also a great big fresh sugar loaf Pineapple, a lb. bag of paper shelled Pecans, 3 jars of healthful, delicious Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve. What a Value!

GIFT No. 4 **$8.85**

Approx. 54 lbs. — A beautiful looking basket, stunning and dazzling as sunbeams in your eyes ... filled with a wide variety of all of Florida's fabulous Fruits, Oranges, Grapefruit, Tangerines, Limes and Kumquats. This basket is one of our most popular packages.

Unless otherwise instructed, delivery will be made for Christmas

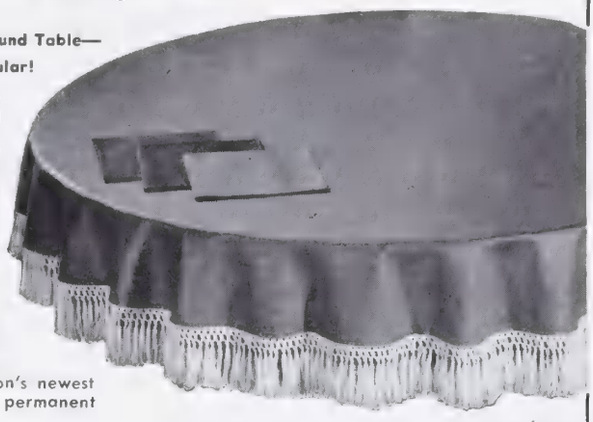
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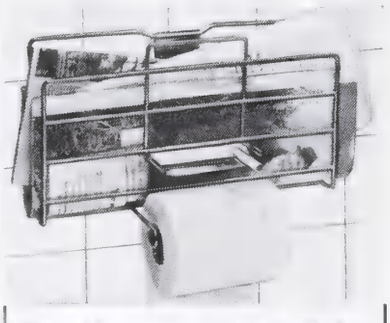
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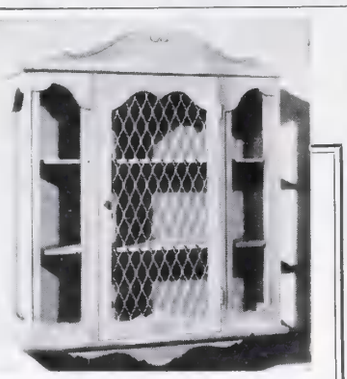
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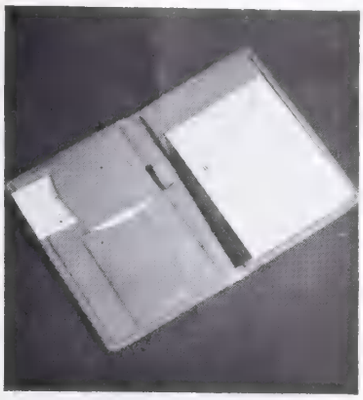
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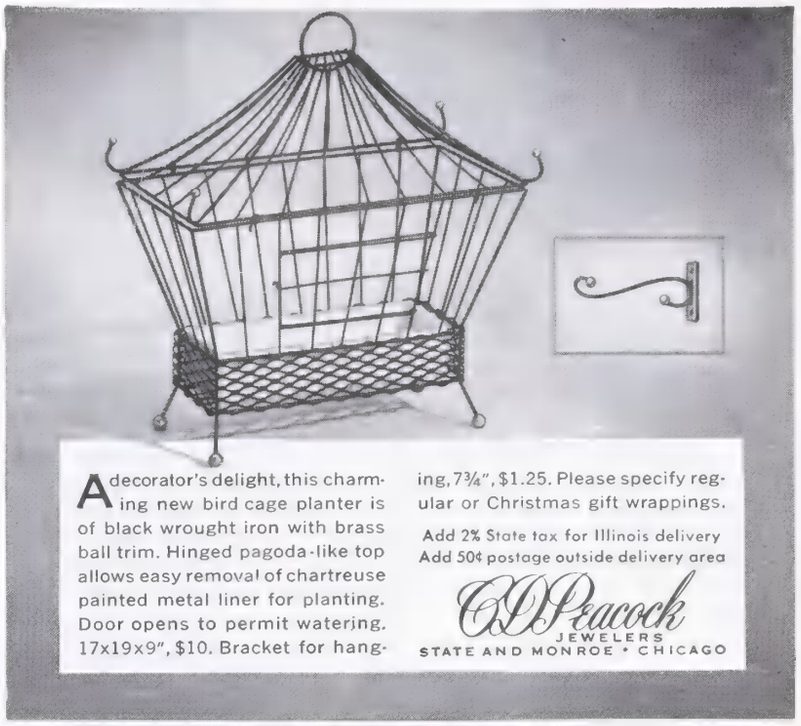
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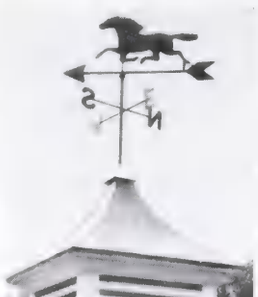
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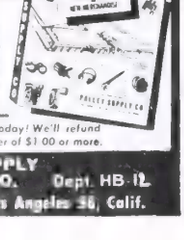
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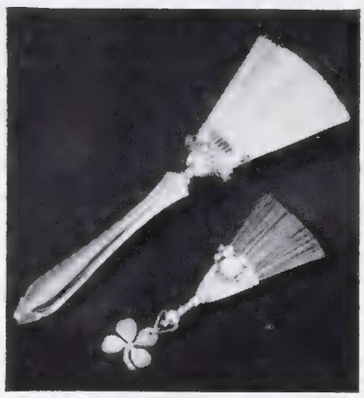
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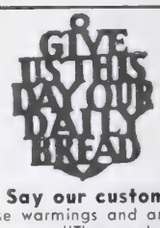
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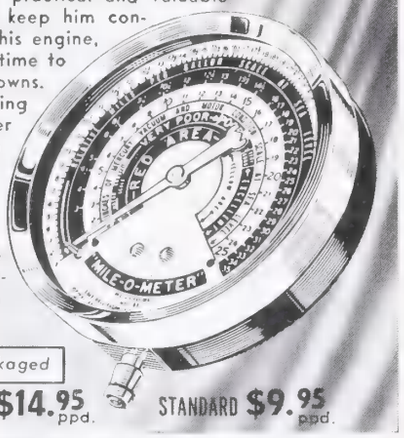
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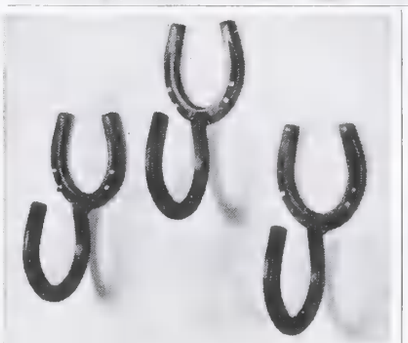


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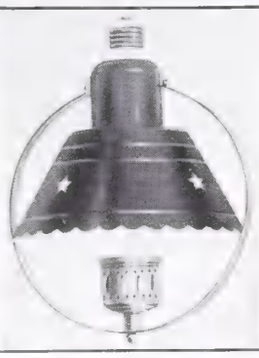
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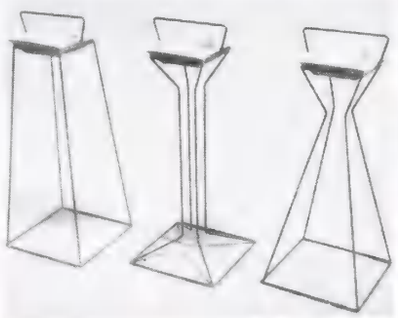
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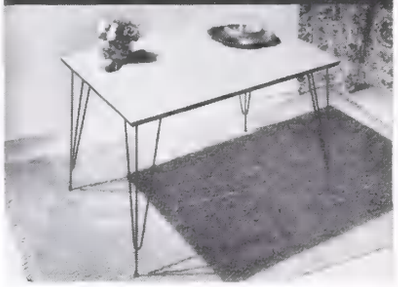
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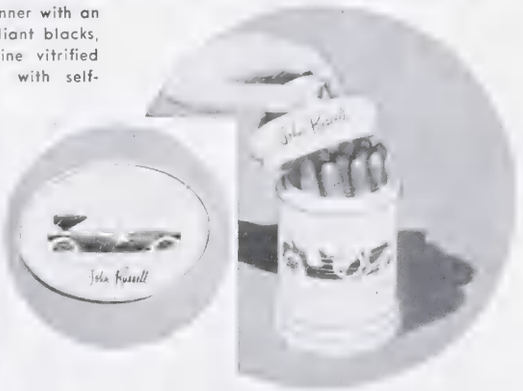
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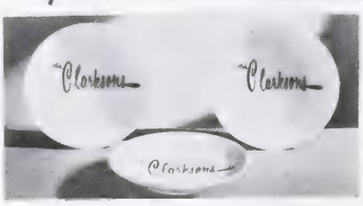
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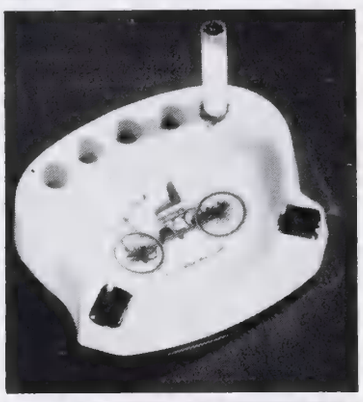
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(*Continued on page 41*)



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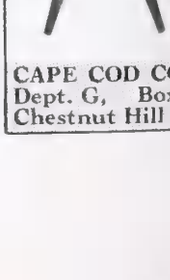
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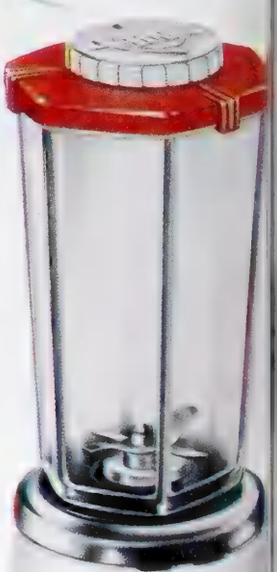


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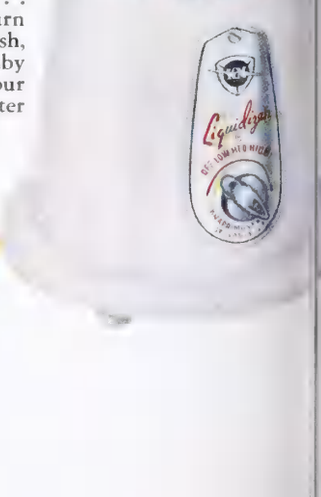


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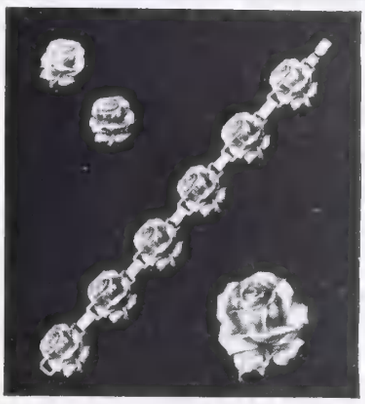
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CONTINUED FROM PAGE 38

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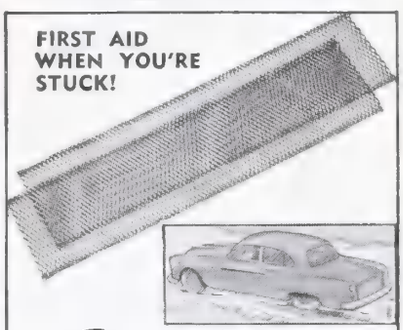
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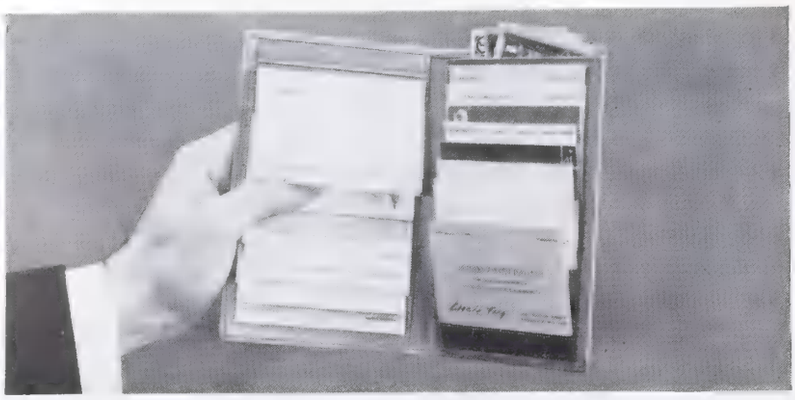


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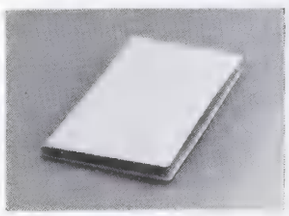
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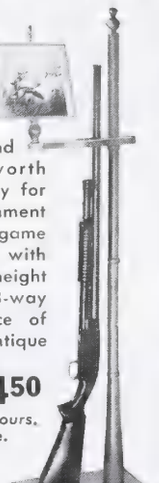
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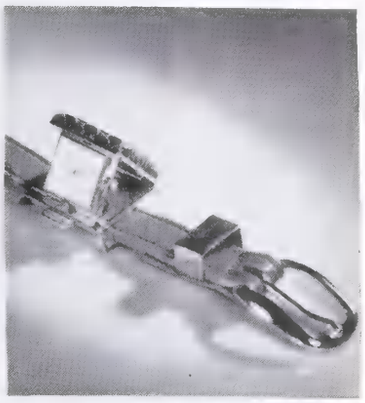
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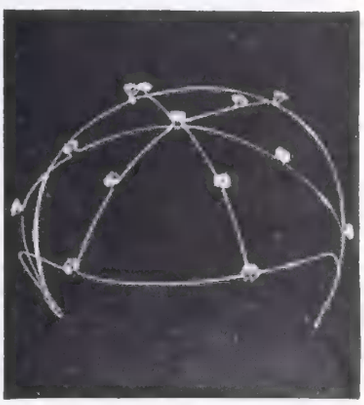
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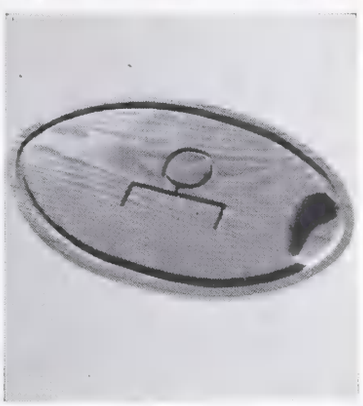




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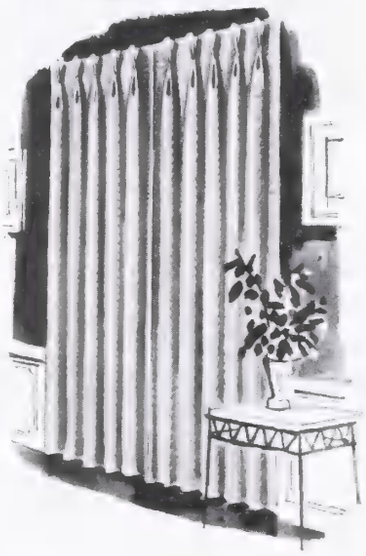








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86"	54"	8.98	5.59
86"	63"	9.98	5.98
86"	72"	10.98	6.59
86"	81"	11.98	7.39
86"	90"	12.98	7.98
86"	99"	13.98	8.59
174" (Double Width)	72"	19.98	12.98
174" (Double Width)	81"	21.98	13.98
174" (Double Width)	90"	23.98	14.98
174" (Double Width)	99"	25.98	15.98
250" (Triple Width)	72"	29.98	20.98
250" (Triple Width)	81"	31.98	21.98
250" (Triple Width)	90"	33.98	22.98
250" (Triple Width)	99"	35.98	23.98
324" (Quadruple Width)	90"	45.98	32.98

TAILORED Distinguish any room. Double stitched 1½" side hems. Ample bottom hems, beautifully stitched.

78" wide to pair	Length	Usually	NOW
"	36"	$ 4.59	$ 2.98
"	45"	4.98	3.29
"	54"	5.59	3.69
"	63"	6.39	4.29
"	72"	6.69	4.69
"	81"	7.39	5.29
"	90"	7.98	5.69
"	99"	8.39	6.29
"	108"	8.98	6.69

TIERS Add that elegant "decorator" look to a room. Use singly or tier on tier (illustration shows two pairs).

72" wide to pair	Length	Usually	NOW
"	30"	$ 4.29	$ 2.69
"	36"	4.69	2.89
"	40"	4.89	3.09
"	45"	5.29	3.39

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Length	Usually	Now
36"	$ 8.98	$ 4.98
45"	9.98	5.89
54"	10.98	6.69
63"	11.98	7.59
72"	12.98	8.39
81"	13.98	9.19
90"	14.98	9.98
99"	15.98	10.98
108"	16.98	11.69

Colors: Champagne, Rose-Pink, Celadon Green, Grey, Gold, Cocoa, White.

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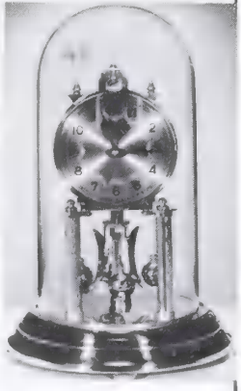
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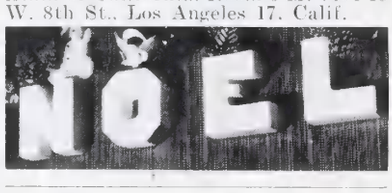
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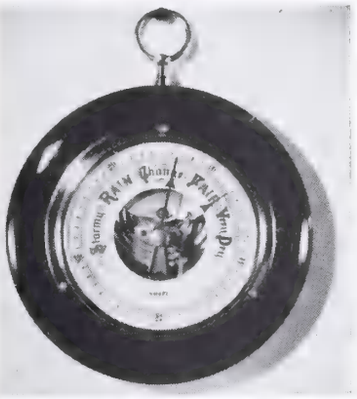
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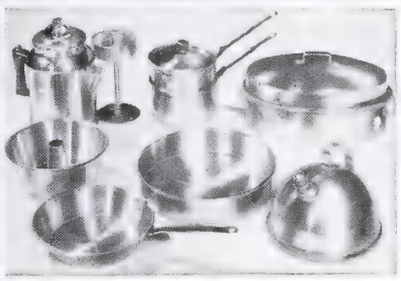
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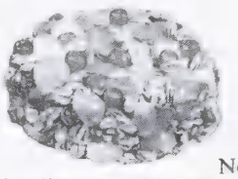
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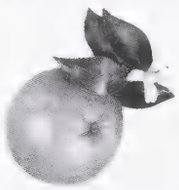
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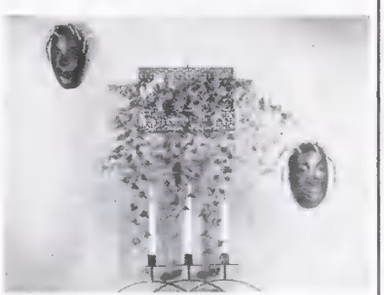
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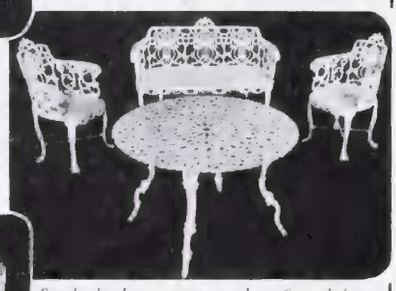
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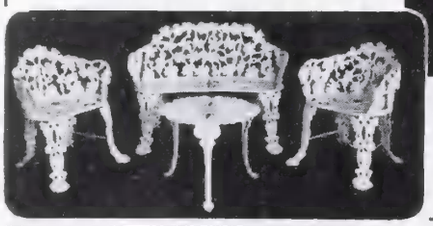
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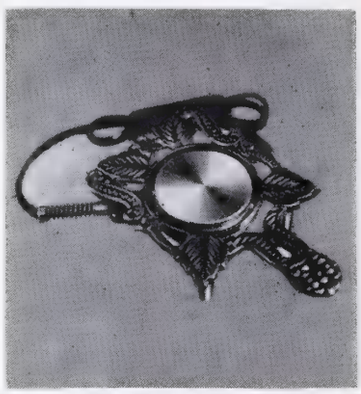
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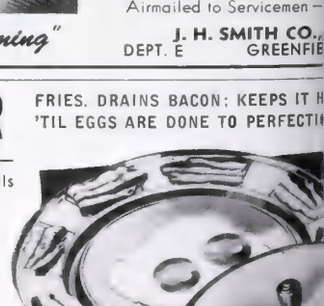
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FOR Christmas Giving



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Rare Vintage Cheeses

OTHER DELICACIES . . . MOST NEW TO AMERICA!

These luscious tempting imports from the world over, are delicacies such as you cannot buy in stores! Most you may never have tasted since we bring them here now for the first time. We will gift wrap, sign your greeting and ship direct to your friends with the same care you would yourself. Then you sit back and reap a thousand thanks.

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Magnificent luxury package of 26 individual mouth-watering cheeses, with luscious prize selections of the world's most famous cheesemakers!

HOLLAND: a great creamy, delectable *Edam.* **DENMARK:** The incomparable *Flora Danica Bleu* — and a firm bold caraway-spiced *King Christian.* **SWITZERLAND:** The genuine *Emmenthaler* Swiss Cheese. **ITALY:** Sharp, tangy, grated *Pecorino Romano.* **CANADA:** A superb Cheddar, ripened 3 years for real bite. Plus our *Jewel Box,* laden with a choice variety of 20 delicious processed cheeses, each individually wrapped in heavy foil to preserve intact, every delicate, haunting, tantalizing flavor!

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It is a merry little pixie, 20 inches high, of waterproof composition stone, to add gayety to your garden. And there are companion pieces—"Laughing", "Whistling" and "Idle"—whimsical and intriguing. $15. each, f.o.b. New York.

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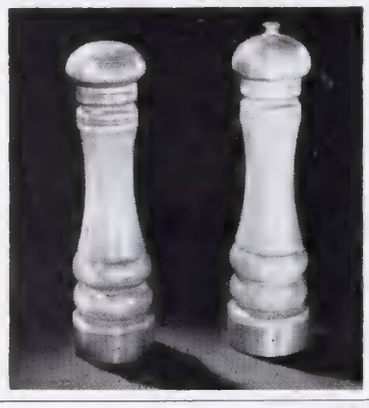
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BARBERSHOP TRIO. There are barber poles. The Handlebar Romeos. front and center, i for all the hullaballo fashioned drugstore med full of delici candies. If you're something gay, the come any gayer tha ppd. Harry and D Medford, Oregon.



RING-AROUND- a heavenly game v little angels join whether four fat lit girls form an enchan here they are, skip the tops of the darli boxes that ever held and small jewelry. in Italy and painte colors, they're 2¼" the pair ppd. The Cl Front St., Issaquah,



WANT TO DO SO BIG for your dinner get yourself this gig mill and matching Each is a towering boarding-house-rea really have something And come spring, th high points at you Cherry wood with $2.95 the pair. Add 3(Kamen, 270 Park Ave



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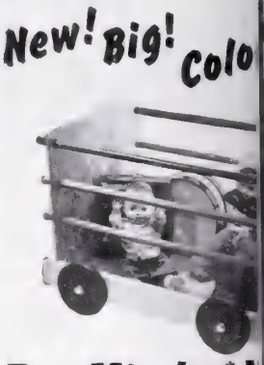
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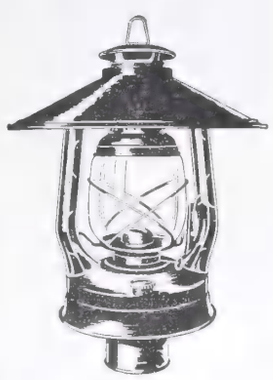
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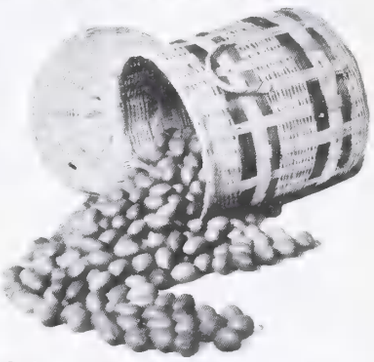
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Lovely to look at, heavenly to eat! Two wicker serving trays packed full of our delicious pecan candies, rare tropical jellies and pecan halves. A bounteous gift that belies its modest cost. Send several.

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Similar to above, oval trays filled with candies and shelled halves. A delightful arrangement. Order NC-1. $4.95

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We call this the "Nutty" box, a beautifully packaged assortment containing four 16-ounce vacuum jars, one each, of sugared an' spiced, toasted, sherried and selected halves—all nested in fancy pecans in the shell. A fine business gift.

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Breathtaking bounty the likes of which you've never seen before! Contains pecan brittle, pecan glace, chocolate and maple fudge, divinity, pecan log roll, one jar each of toasted, sugared and spiced, sherried and plain pecan halves, two jars tropical jellies and conserves. A never-to-be-forgotten gift!

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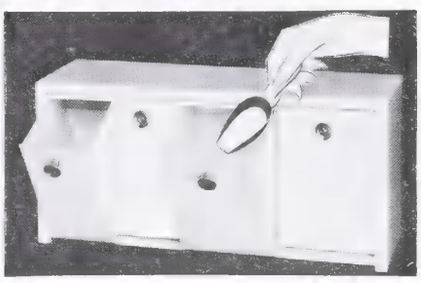
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Dept. HB-2 Eastman, Ga.

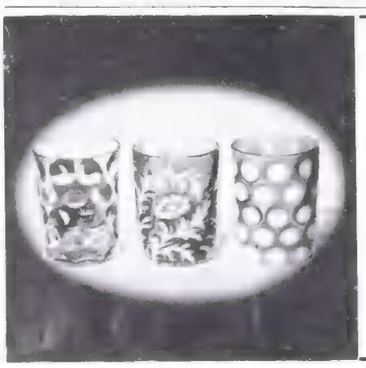
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Grandma came across the plains in a covered wagon, her lovely glassware packed so carefully to withstand unknown trails.

The old molds are buffeted, bruised and beaten, but still produce these precious reproductions.

Yours in Spanish lace, inverted thumb print or opalescent dot, cranberry or blue (thumb print in cranberry only)—3.25 each or set of four, 11.75. A fraction of the cost of an antique.

P.S. Our catalogue is not ready, so refer to the last four issues for other authentic reproductions.

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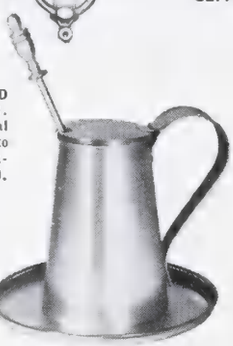
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97 COLONIAL DOOR-KNOCKER. Solid brass. 6¾" long. Engraved with your name in Old English lettering. (Maximum 14 letters, including spaces) **$5.15**

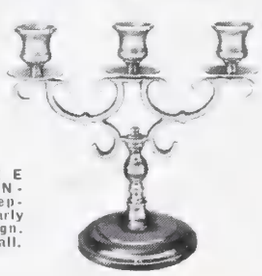
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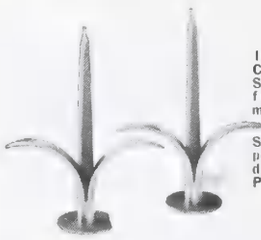
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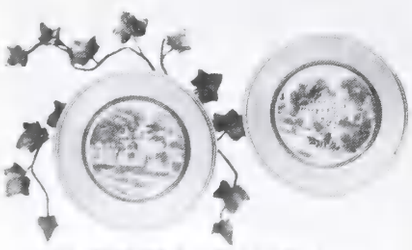
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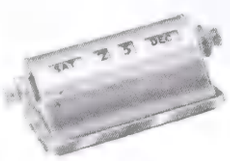
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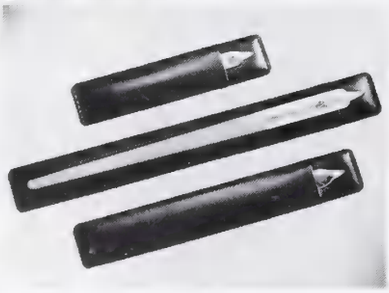


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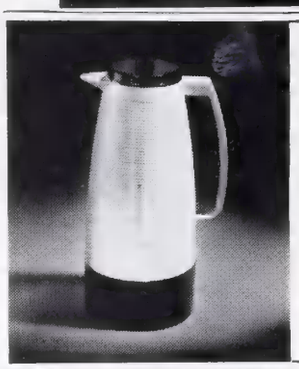
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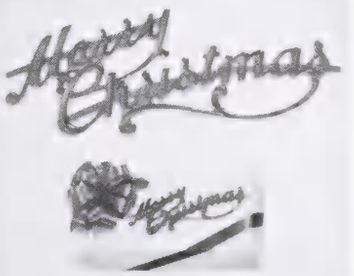
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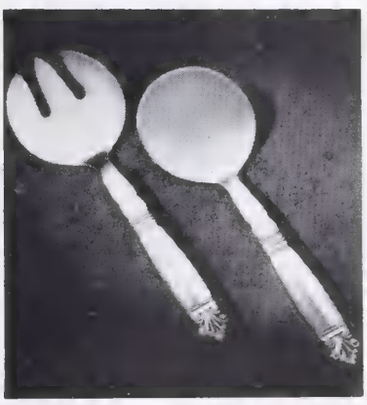
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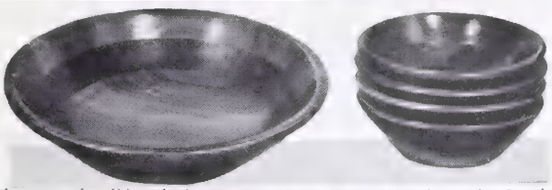
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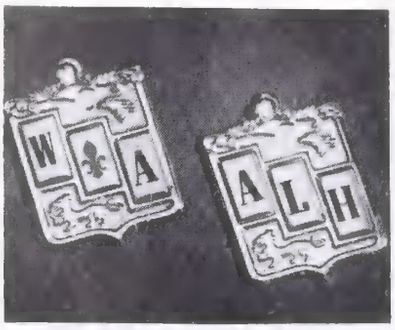


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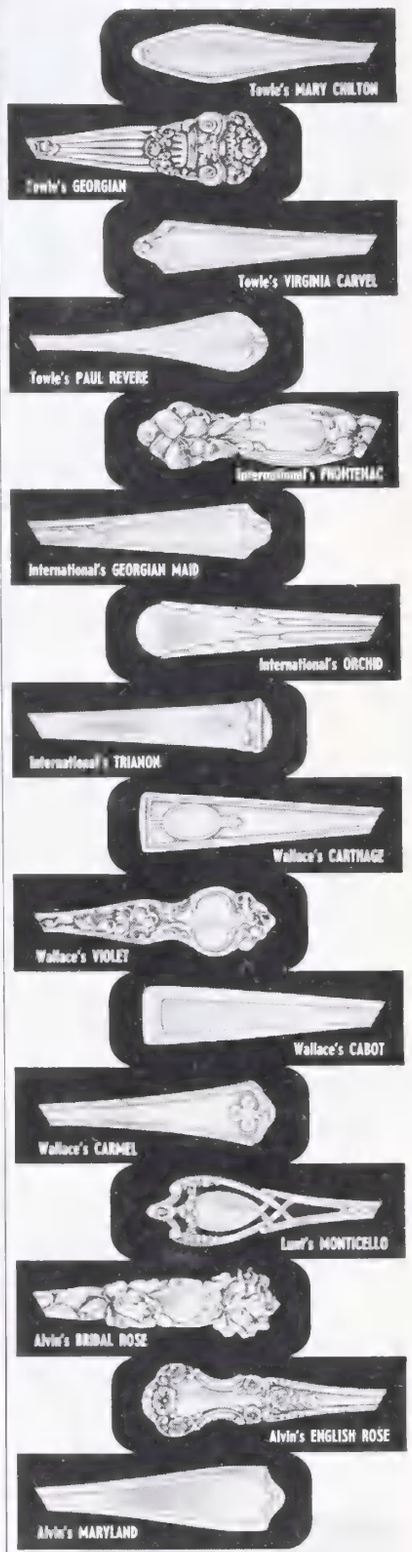
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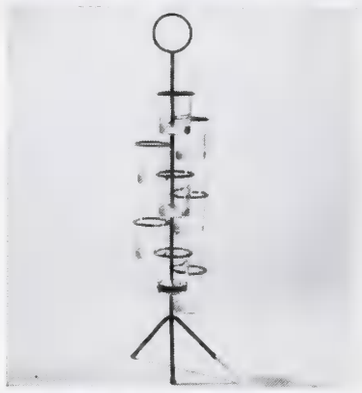
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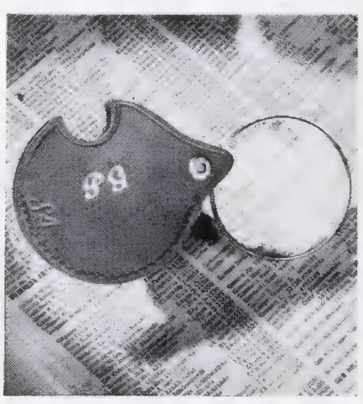
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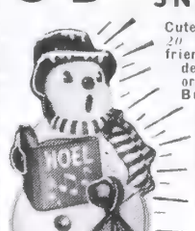
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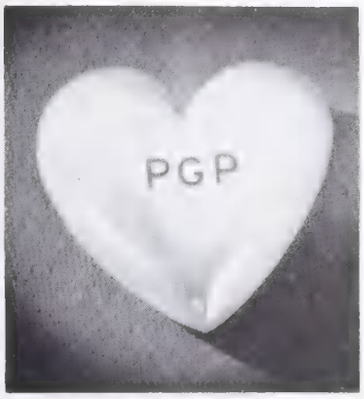
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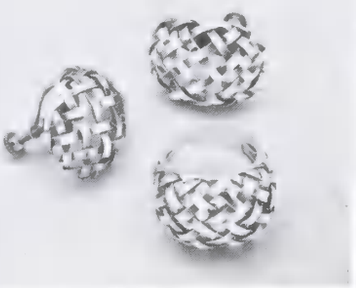
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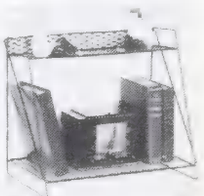
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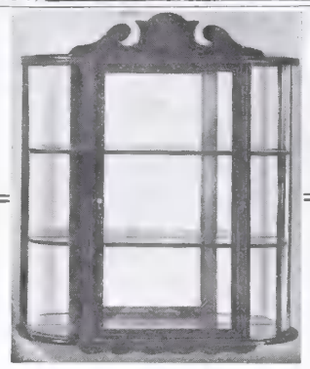
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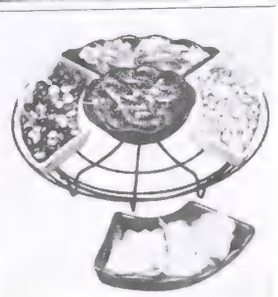
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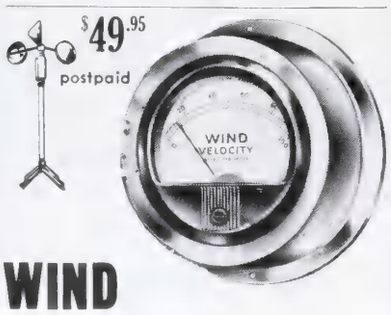


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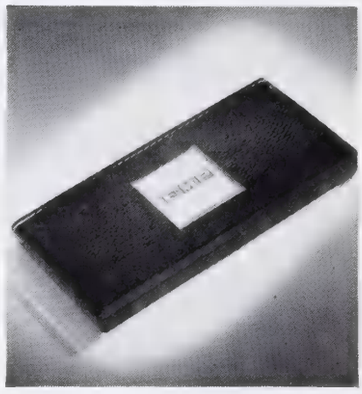
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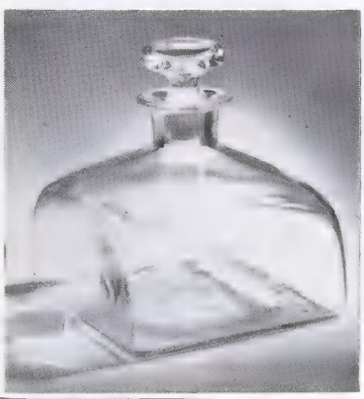
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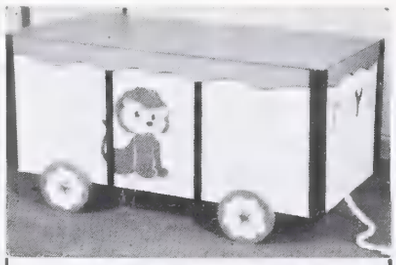


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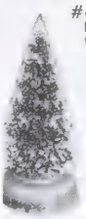
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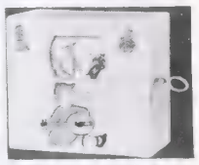
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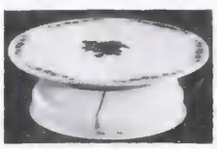




#350 MUSICAL CAROUSEL
Beautiful merry-go-round with hand-spun metal top and solid brass banding. Multi-color Cowboys & Cowgirls on prancing horses merrily turn while Swiss Music Box plays—Pink or Blue—11" high **$7.95**

#500 MUSICAL HURDY GURDY
Plays 2 songs on exceptionally fine 28-note Swiss Music Box. Hand crank turns in either direction. Selected hardwood, enameled in pink or blue with multicolor decals — compartment for saving coins. 8" x 6" x 4" **$4.95**

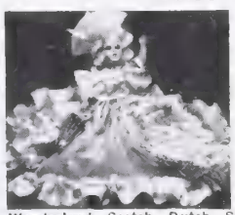




#400 MUSICAL BIRTHDAY CAKE PLATTER
Takes cake up to 8 lbs., while revolving and playing "Happy Birthday To You." White enamel with flower decals—11" dia. **$5.95**

#200 SWISS MUSICAL TELEPHONE
Dials just like a real phone. When receiver is lifted, Swiss Music Box plays a popular children's tune. Red & Yellow combination in plastic. 7½" x 6¼" x 5" **$3.95**





SWISS MUSICAL DANCING DOLL
Plays appropriate tune, exquisitely dressed, 10½" high with 3½" turntable. Styles: Bride, Birthday, Sweetheart, Cinderella, Nun, Martha Washington, Dolly Madison, Alice in Wonderland, Scotch, Dutch, Spanish, Irish, French or Israeli. **$3.95** ea.

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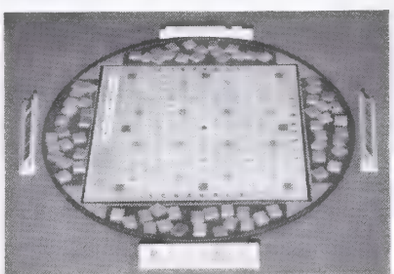
Every boy and girl will want to try their walking skill on these sturdy, handsome STILTS! Muscles develop and grow strong while youngsters enjoy themselves. Worlds of fun and healthful exercise at the same time!

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(*Continued on page* 59)

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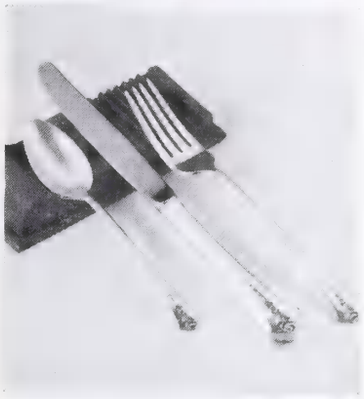
WINDOW SHOPPING

CONTINUED FROM PAGE 56

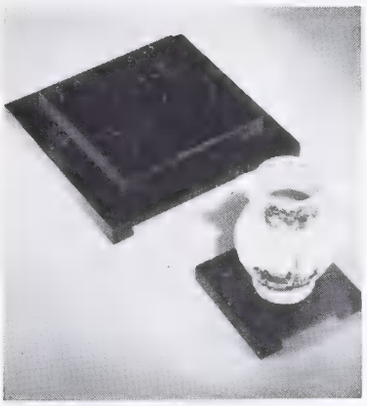
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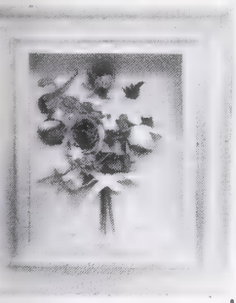


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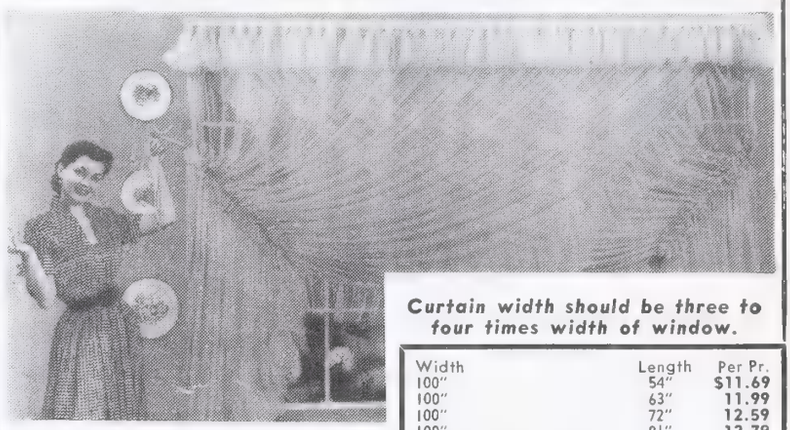
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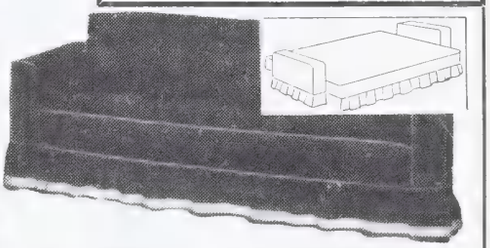
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196"	double width	63"	25.89
196"	double width	72"	26.29
196"	double width	81"	26.69
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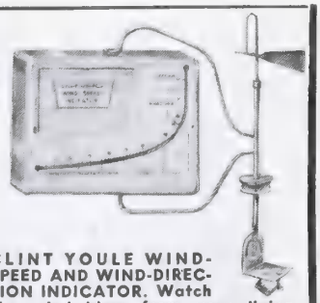
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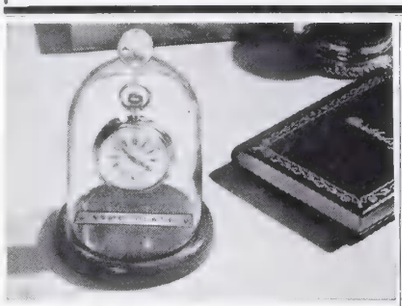
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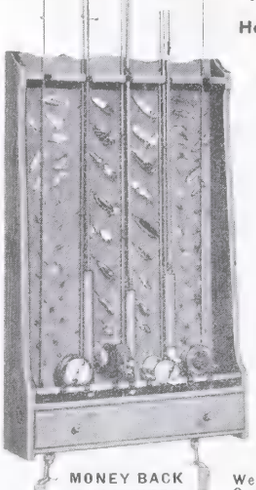
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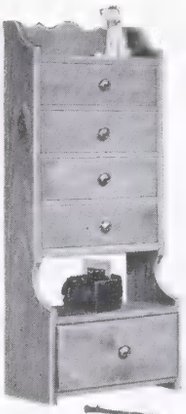
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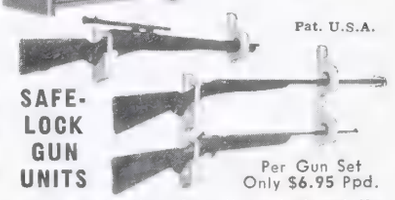


Kodachrome Rack

Now—all your 2" x 2" slides neatly, safely, conveniently filed on the wall. Holds 180 glass or 650 Ready-Mounts filed with special plastic index tabs. Drawers remove to projector. Bottom drawer holds accessories. Honey tone knotty pine or mahogany finish.

Size 9¼" x 22" (Illus.)
$12.95

Double width 18" x 22"
$24.95



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SAFE-LOCK GUN UNITS

Per Gun Set Only $6.95 Ppd.

"Play Safe"—Keep Guns Under Lock and Key. These fool-proof gun units lock modern or antique guns in the favored "show position." Ideal for single gun over mantel, shelf or trophy. For two or more guns, units intermesh one above the other—add more units at will. One key unlocks all guns. Cannot fall or be taken out. Protects family and friends. Guns are secure. The only ones of their kind. Hand-made in mellow honey-tone knotty pine finish. Size 7½"x3½" deep.





ADJUSTABLE!

Create YOUR OWN LAMPS!

STAND A LAMP
T. M. REG. U.S. PAT. OFFICE

AN IDEAL GIFT
$5.95 ea.

Now you can have an endless variety of smart lamps, each your own original creation. Simply mount your figurines, toys, planters, vases, or antiques on a Stand-A-Lamp, adjust the stem to the exact height you desire, and add a shade. Beautifully finished solid hardwood base has hidden rubber feet, polished brass adjustable stem, approved wiring.

CHOICE:

1. **BASE** 7" round, 6½" sq., or 6" x 8" rectangle.
2. **BEAUTIFUL FINISH:** Walnut, Mahogany, Maple, Blond, or Dull-Black . . . . We match pairs.
3. **SHORT ADJUSTABLE**—for objects up to 15". **TALL ADJUSTABLE**—for objects up to 22".

ADJUSTABLE STEM and wiring complete (as above less base), $3.95. Use your own base of wood, ceramics, etc.; simply drill hole for stem. Instructions included.

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(Please add 50c each for mailing charges.)



love ♥ story on 4 gay tiles

- Decorate your den, bar or recreation room with this witty sequence of wall tiles that tell a tale.
- Delightful original by noted contemporary artist—story of the happy hound whose hunting trail led to love—this set of four glazed ceramic tiles is hand decorated in three colors by silk screen.
- 6" x 6", cork backed with metal loops, ready for hanging, they come in a special gift box inside mailing carton.

Send check or money order
No C.O.D.'s please
We pay postage

Set of Four only **$5.95** postpaid

TM SAGTIKOS WORKSHOP

DEPT. HB-123
LITTLE EAST NECK RD.
BABYLON, N.Y.



BASES FOR VASES

Add A Note of Distinction to Your Home

Glamorize your floral arrangements and figurines with these hand-made, warp-proof bases of hardwood composition, giving added protection to furniture. Bases are "satinized" black lacquer finish with dull rubbed effect. Round style—4 in., 6 in., and 8 in. in diameter. Oblong with scroll—4 in. x 7 in., 6 in. x 10 in., and 7½ in. x 12 in. Others include oval—4½ in. x 6 in., 6 in. x 8 in., 8 in. x 10 in.—and square—4 in. x 4 in., 6 in. x 6 in., and 8 in. x 8 in. Satisfaction guaranteed. Order today by check or money order.

Only $3.95
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SALLY'S CRAFT SHOP DEPT. HB-1A LARGO, FLA.

Reproductions By Mail



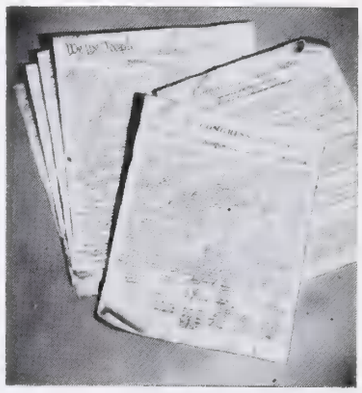
Charming Coziness!

Select our "Gloria" chair to dress up your bedroom or powder room. Attractive channel-back and full coil spring seat. Upholstered in durable cotton sail cloth with quaint acorns pattern—either red, green or cocoa background colors. Price—$34.50 each or $66.50 for a pair. In muslin or send your material $29.50 each (send 5½ yds. of 36" or 4½ yds. of 50"). Height 27"; Width 28"; Depth 19". Send check or money order. No C.O.D.'s. Express charges are collect. SATISFACTION GUARANTEED. Also, send 10¢ for your copy of "A Selection of Chairs".

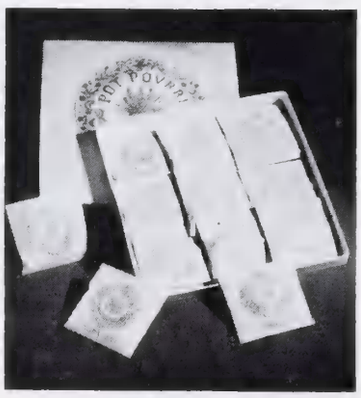
The Chair Shop
Box 2373 Hickory, N. C.



WINDC



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hearts of your ch
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ARE, as fresh as
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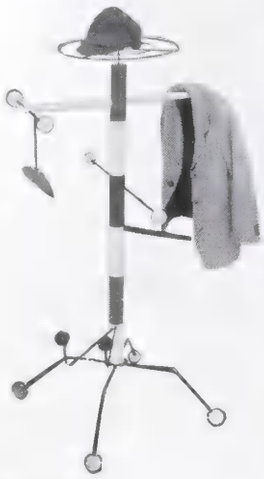


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the cork-backed
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hanging, an indiv
4¼" square, each c
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newest, gayest, most practical

gift for a child!



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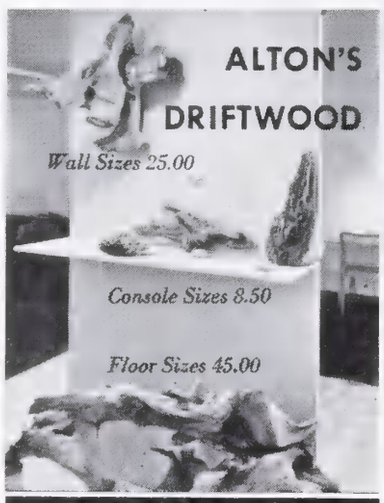
the clothes tree

that holds everything!

By designer Richard Neagle, it looks gay as a toy (children love it!) but holds child's entire day's wardrobe, from hat to shoes and socks! Encourages tidiness, promotes self-help. Mother simply puts day's outfit on Bamboozler—child puts it on; it's fun to "pick it from the tree"! Wrought iron and bright multicolored wood, smartly gift boxed—even fun to put together! **14.98**

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ALTON'S DRIFTWOOD

Wall Sizes 25.00

Console Sizes 8.50

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. . . a new table idea

Here's the answer to the problem of glasses at the card table.

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Tops are polished natural birch, resist damage. Rugged legs are black enameled birch.



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Shipped completely assembled, express collect. Send check or money order.

Set of two tables only $19.50

House of Seven Tables

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ADD A Distinctive Decorative TOUCH TO YOUR HOME

Thru the medium of this beautiful table lamp

Four rare, exotic hued woods to choose from:

- Tulipan (Red)
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- Negra (Bluish black)

Sixteen inch fiber glass shades. 18K. gold leafed inserts. 3 way light sockets, stands 28 in. tall.

Price of lamp complete, F.O.B. Newark **$17.95**

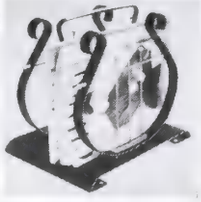
Send check or money order, no C.O.D.'s

M. P. MONTERO

382 BROAD ST., NEWARK, NEW JERSEY

(Picture of these lamps in full color mailed free on request)

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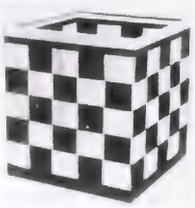


Elegant Lyre design, crafted in black wrought iron and non-tarnish brass. 13" ht. x 12" wide x 10" deep. A wonderful conversation piece.

only **$7.95** express collect

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Handsome, interwoven black wrought iron and non-tarnish brass, 12" high, 10½" sq. Sturdy enough for a lifetime.



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keep ice for hours!

no sweating!

Smart "Twig" Stirrers Free

Clever two-piece tumblers have thermos bottle effect. Keep cold drinks cold, hot drinks hot . . . ice cubes keep for hours. No coasters needed . . . outside stays bone dry. Desert pottery colors: clay, chartreuse, teal blue, pearl gray.

SET OF EIGHT
4 colors, gift packaged, with green "twig" stirrers . . . . . only **$4.95** ppd.



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J.T.—4½"x7¾"

A unique ornament of unusual design that lends charm and beauty to your rooms. Hand-made and decorated in gold, will fit your present switches, easy to put on, protects walls from finger marks.

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(Also made for push-button switches)

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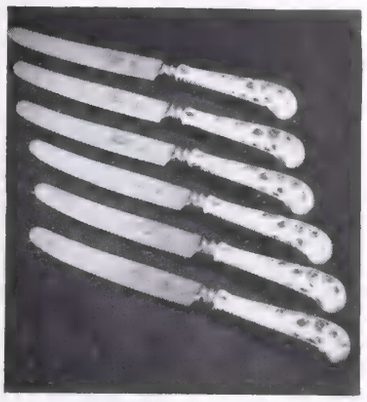
TO YOUR HEAD

you with glitter—a flashing brilliants that ou more sparkle than Or it circles your sophisticated choker. ar this flexible rhine- either way. It comes black velvet ribbon ls through loops at the band. $3.50 incl. ost. Frances-Morris. l St., Brooklyn. N. Y.



STEAK KNIVES.

o brand-new that we ow the only set in the photograph. But by read this a ship from l have brought many o you can order them st Special Person on he pistol handles are ain in blue and white. stainless steel. Gift $17.95 ppd. Gerald's ifth Ave.. New York.



OF THE WOODEN

s a merry little troupe tiniest citizens march- ur home and heart. a different toy. and and-carved and hand- lollipop colors. They om your tree or stand the dinner table. herriment all around. 5 ppd. Religious Art Herold St.. Peoria. Ill.



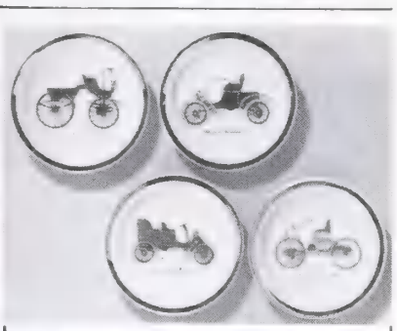


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FRAGRANCE, INC.
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Cars of Yesterday

Miniature plates to hang on your wall in pairs or in complete sets of eight. Pictures of the modern car's grand-daddy when the terrifying speed of fifteen miles an hour scared the wits out of people and horses. The cars are approximately colored on a white background, and the 3¼ inch plates are edged with silver color. Gift boxed in pairs.

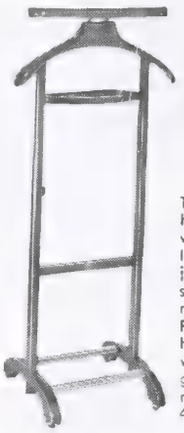
One pair — **$1.49**
Set of eight — **$5.75** postpaid

Money order or check (sorry—no cod's)

Satisfaction guaranteed.

The Guys — **1250—143rd Ave., San Leandro, Calif.**

Perfect Lifetime Gifts for Him



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Imported

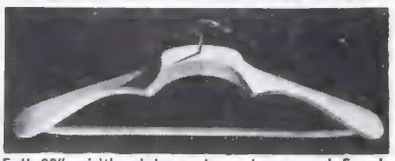
This remarkable valet holds your complete wardrobe for the following day. Space for jacket, trousers, shirt, shoes, socks, undergarments and cuff links. Fine craftsmanship, hand rubbed, piano walnut finish with gleaming chrome shoe rack and tie holders. 44" high, 18" wide.

Only **$15.25** Postpaid

No C.O.D.'s or stamps please

NATIONAL HANGER CO., INC.
Dept. B
15 West 18th Street, New York 11, N. Y.

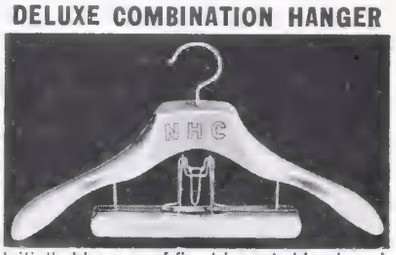
WORLD'S FINEST HANGER



Full 20" width, deluxe clear, lacquered Swedish modern finish. Selected imported wood. Nickel-plated hook. Extra length trouser rod.

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DELUXE COMBINATION HANGER



Initialled hangers of finest imported hardwood. Holds both jacket and trousers. Monogrammed with one, two or three initials. 18" hanger for sizes to 42, 20" hanger for size 44 up. $3 ea. ppd.



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hand-fashioned gifts

with the personal touch of a monogram and the distinguished touch of hand craftsmanship.

Each piece is individually chased, oxidized for special color interest and lacquered to resist tarnish.

Immediate Delivery

13¼" Scrap Basket — **$15.00** Ppd.
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SHELLED PECAN HALVES

Finest quality . . . carefully selected for size and flavor. Delicious to eat. Wonderful for salads, pastries, hors d'oeuvres. Gift packaged with recipe suggestions.

2 Lbs. **$3.70** 3 Lbs. **$5.25** 5 Lbs. **$8.65** 10 Lbs. **$16.25.**

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A deliciously different candy from the Deep South. Taste-tempting smooth-buttery Pralines to delight the whole family. 12 large Pralines, gift boxed . . . 1 box **$1.85**

If mailed to one address:
4 boxes **$7.20** 8 boxes **$14.00** 12 boxes **$20.40**

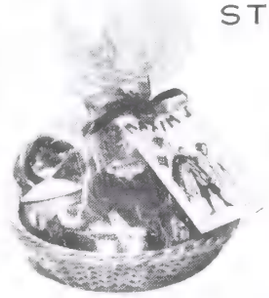
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Check or money order . . . No C. O. D.'s Shipped Prepaid in Continental U. S. A.

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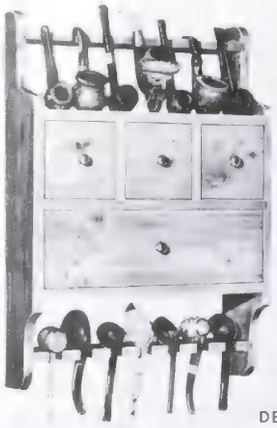
MUSICAL KNOCKER, to strike a note of hospitality on your front door, is made of solid brass, is easily installed with two wooden screws. Send it as a house-warming present to a music lover. Or send it to the man who complains about having to face the music when he's late getting home. 6" long. $5.95. Or in a black finish. $3.95. Ppd. Tennessee Chromium Plating Co., 206 Louise Ave. N., Nashville 5, Tenn.



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***A Christmas basket of gourmet delicacies only* $6.95...** The same exotic delicacies found at Maxim's restaurant in Paris, are yours in time for Christmas giving! You get delicious, tenderly-packed French sardines, Maxim's own Salad Dressing, costly Mousse de Foie Gras, a handsome jar of Maxim's French mustard, succulent marrons in syrup and French anise candy—gift packed in a wicker basket. (*postpaid east of the Miss.*) *Send check or money order (no C.O.D.'s) to* MAXIM'S OF PARIS GIFT SERVICE. *2 W. 46th St., New York 19, N. Y.*





Pipe Man's Pipe Rack

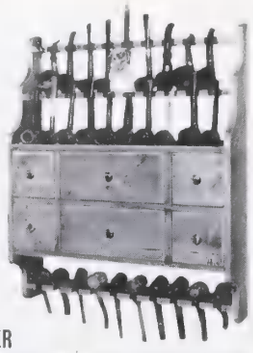
Does Everything a good pipe rack should do

HANGS ON WALL CONVENIENT

SAVES PRECIOUS DESK & TABLE SPACE

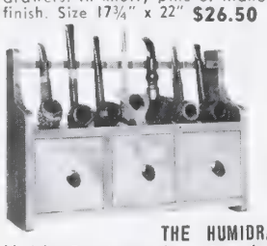
1. Holds 14 (count 'em) pipes! 2. Has 3 air-tight humidor jar-drawers. 3. Large drawer for accessories. Hand-crafted in honey tone knotty pine or lovely mahogany finish—waxed and hand-rubbed. Size 13" x 18" only **$12.50**

Also available: THE PIPESTER—same style as Humidrawer (right) but with 1 large drawer replacing 3 shown. Size 13" x 9½"—only $7.50



THE PIPE MASTER

For the pipe collector—a large handsome rack, holds 29 pipes, has 4 humidor drawers and 2 accessory drawers. In knotty pine or mahogany finish. Size 17¾" x 22" **$26.50**



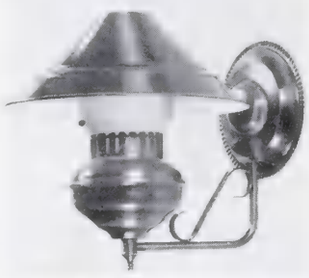
THE HUMIDRAWER

Holds 7 pipes, has 3 tobacco drawers. In knotty pine or mahogany finish. Size 13" x 9½" **$8.50**

Yield House
Dept. B12-3
No. Conway, New Hampshire

All Express Charges Collect
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MONEY BACK GUARANTEE

AN IDEAL CHRISTMAS GIFT EVERYONE WILL APPRECIATE



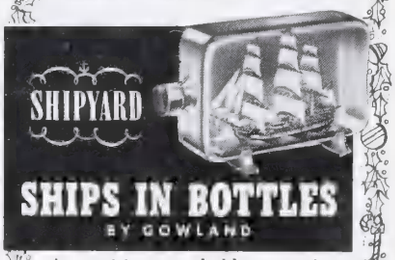
PIN-IT-UP

An all brass (including shade) pin-up lamp. Finished in old English Brass. Frosted lamp chimney takes up to 100 watt bulb, making a dim corner an excellent reading spot, the six foot cord supplied may be detached for permanent wall mounting. Size 12" high x 12" wide. Ideal wherever space is limited for a floor or table lamp. **$10.75**

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An exciting new hobby sensation. Fun for the whole family. *Anyone* can make these miniatures from Shipyard quick construction kits. Six ships in continuing series now available. Give Gowland Ships and Kits this Christmas. **$1.98 ea.**

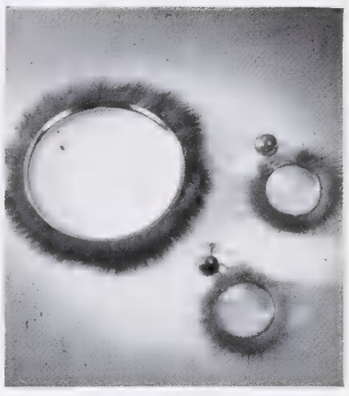
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P.O. Box 1259—Dept. H
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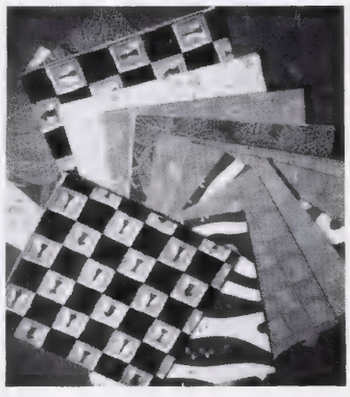
WINDO



UP TO YOUR MINK! If you're s that your ears and without it, these ar if you're mink-poor ful, they will be a solation. Natural ra blue mink bracelet have gold-plated $2 each; set. $3.95. incl. No c.o.d.'s. J ties. Box 1046. Sea

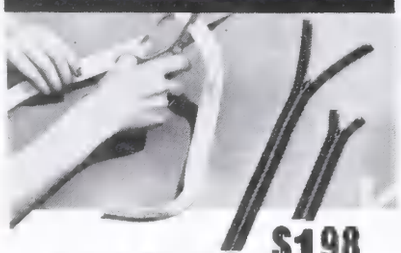


JINGLE BELLES who tells Daddy s or one who has th carrying her books bell bangle bracel made of sterling sil engraved with the er's first name. In babies aged one t girls aged six to tw incl. tax, post., a Wayne Silversmiths, way, Yonkers 5, N.



WRAP IT UP standingly handson and your presents show on Christ Artist Roy Kern ha different and disti each 20" x 30", a ment gives you the for every kind of a g add 10¢ west of Mis ton Paper Product Newark, New York.

MAKE YOUR OWN *Zippers Any Size!*

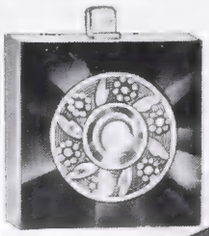


Snip-A-Zip Kit . . $1.98

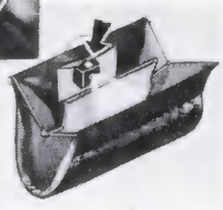
Really new and truly the answer to your need for extra-long, extra-short, or just any odd size zippers — the exact length you need . . . from an inch to a yard. Just snip a zip and snap on stops — that's all there is to it. Now you're ready to insert into regular placket openings, slip covers, closet bags, costumes, or any article that calls for a zipper closing. Kit contains 2 each 36-inch zipper lengths, 6 pull-tab slides, 12 top stops, 6 bottom stops, together with easy to follow instructions.

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12 old-time favorites in washable glaze full colors. Each decalcomania about 4 inches long, just the right size for hundreds of uses—on glasses, ash trays, coasters, furniture, lamps, walls, mirrors, cabinets, auto dashboard, frame as pictures, etc. Designed by famous artist Clarence P. Hornung. Perfect details on 1908 Stanley Steamer, 1903 Olds, 1904 Studebaker Electric, 1908 Maxwell and 8 others, all different. Easy to transfer. Mailed postpaid (U. S. and Canada only) with simple instructions. No C. O. D.'s. Just send $1.00 to

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A **personalized** Whis shaped as a pair of Bin Plush-lined **Genuine Le** case, custom designed for your initials (3) embosse for fishing trips, campi gift any man will really a tle holds ⅘s quart. Priced **postpaid.** Please specify embossed on Leather Ca money order or stamps t

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the fascination of
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ast to your modern
ne of the white com-
res portrays, symbol-
of the four seasons.
ark white beauty is
lief against the black
tal discs, 11½" in
ady for hanging, set
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ELLA MATCH
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makes lesser lights
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lark green holder is
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paper and medallions
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pular terry towel that snaps on in
for shaving, bathing, locker room
pocket holds shaving needs, ciga-
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now only 1.95

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RICUS, GEORGIA

French Coffee Server

Styled by Jenzo

French Provincial style coffee server in solid glowing copper with black lacquered handle. Holds 4 cups (8 demi-tasse). A gift of elegance that's practical—perfect for every home. $9.95 postpaid





KIDDIE CHEST *For Wash Up Time!*

Small face-washers take an interest in keeping clean with their own KIDDIE CHEST. Has quality mirror, hinged door, inner shelf, towel bar, tumbler, soap dish. Completely stocked—everything from band-aid to wash-towel. 7½ × 5¼ × 2¼". New mounting device—no tools, screws—chest can be hung at youngster height without marring walls. Ivory. $1.95 each postpaid 4 for $7.50 postpaid

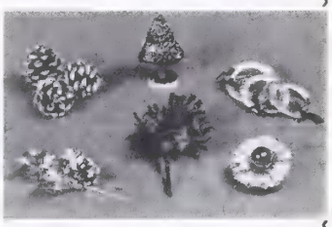
24 GIFT PACKAGE or TREE DECORATIONS

Finely made colorful decorations treated with foil, greenery and cones will make every package a delightful gift. 24 unusual styles in one box. String them on ribbon for trees, doors or windows. Perfect for packages.

24 for $1.69 postpaid **48** for $2.98 postpaid

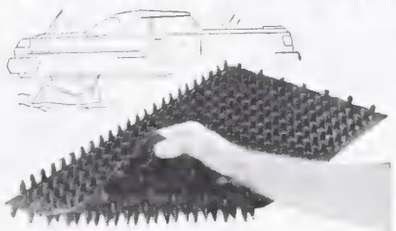
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Send for Free Catalog. Dept. HB-63



Here's How
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Don't get stuck in ice or snow SPIN-NO-MATS get you out!



Get immediate, sure grip traction in slippery spots, icy slush and curb ruts. These two big 10¼" x 20" rubber mats have heavy rubber fingers on both sides. The topside fingers give your tires traction while the bottom fingers dig into the ice, slush or snow and prevent slipping. Saves tempers—towing bills—wear and tear on motors and tires. A must for winter drivers. Priced at only $2.50 per pair postpaid. Money back guarantee.

Robert Quirk Co.

23 Quirk Bldg., North Madison, Ohio



Elegant New Accessory

PORCELAIN DOOR KNOBS

Exquisitely decorated door knobs in imported Limoges type porcelain will add a luxurious note to your home! Copied exactly from the French hand made knobs of Marie Antoinette's time, with multicolor floral bouquets and 24K gold trim on white, with white, green or pink undershading. Standard brass fittings, easily installed on any door.

$3.95 the pair

3 pairs $10.95, postpaid

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NEW MARLBOROUGH, MASS.

prevent fires

Cigarette cannot burn past slot

In Brilliant Colors



PARKIT·S·A·F·E

Reg. U.S. Pat. Off

All Metal **ASH TRAY**

Money Back Guarantee

ParkitSAFE Co., 910 Lincoln Rd., Miami Beach, Fla.

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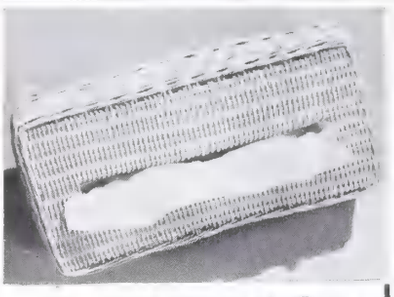
- ☐ 2¼"diam Ruby, Emerald, Sapphire, Gold @ $1.35 (or pastels Chartreuse, Pink, Blue, Green)
- ☐ 3½"diam Ruby, Emerald, Sapphire, Gold @ $1.85
- ☐ Bridge set @ 2¼" jewel or pastel colors) $5.20

Check color & size - All prices postpaid - No C.O.D.s

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Imported wicker KLEENEX caddy

Keep your KLEENEX in this unusual wicker case! Handsome enough to display on a desk or table, or hang it on a wall for extra convenience. Hand-woven in Hong Kong, caddy is durable and lightweight. Natural color only. Clever gift idea for his office, too. Complete with large box of KLEENEX tissues.

$2.75 ppd.

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Serv-U

Dept. HB
P. O. BOX 390, FLUSHING, N. Y.



PAPER SHELL PECANS!

The South's finest pecans, new crop, tasty firm nuts ideally packed for gifts.

5 lbs.	Mammoth Schley Pecans in the shell, in reusable Wicker Gift Basket	**$5.45**
5 lbs.	Mammoth Stuart Pecans, in white cloth bag	**$4.75**
5 lbs.	Fancy Shelled Halves	**$8.50**
2 lbs.	Fancy Shelled Halves	**$4.25**
5 lbs.	Fancy Large Pecan Pieces	**$6.75**

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Send Us Your Gift List

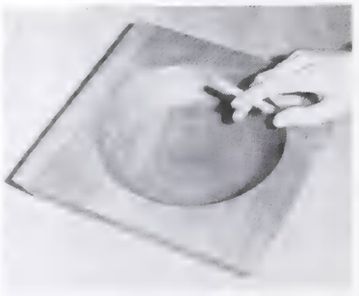
MANY VARIETIES OF PECAN CANDIES AVAILABLE

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Harvey's

JONESBORO 1, GEORGIA

HANDSOME IS . . .



A "Man-Sized" ash tray.
The solid answer for chain smokers—big parties.
Turned from a huge block of Mexican Mahogany *one foot* square with an oil finish. Sure it will marr—the more battered the better. Honestly! $12.50 ppd.

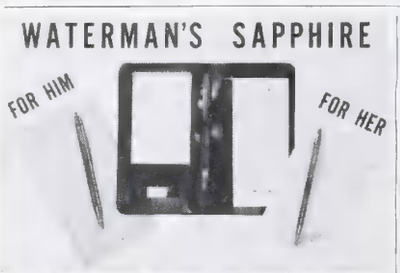


A Carved American Eagle to stand proudly over door-way or mantel, with 18 inch wing spread. Valspar varnished for outdoors or can be gilded. $35.00 ppd.

Send 35 cents for complete illustrated furniture catalog.

Craft Wood Products
ANDOVER, MASSACHUSETTS

WATERMAN'S SAPPHIRE



TWO SMART GIFTS IN ONE

Give a double thrill with the newest, brightest twin gifts of the season. Waterman's gold plated sapphire pen, the world's first and finest pen with a jewel for a point. Plus a handsome vinyl pocket secretary for notes, addresses, stamps, pictures and identification cards. For Her, red, blue, green or pigskin; or for Him, brown, black, or pigskin.
We'll personalize your choice of secretary with initials in 24 K Gold—at no extra cost. You get both pen and personalized secretary for the cost of pen alone. Gift boxed.

$6.00 Tax Incl. Postpaid

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THE GIFT for a gardener

SPRINKLEZE



Versatile unit appeals to men and women . . . yet is so different, it's ideal for the friend who "has everything." Attaches to garden hose. 5 lengths of gleaming plastic hose (total 51 ft.) each with polished brass sprinkler, spot spray on selected plants up to 30 ft. apart, at one time. Complete, ready to use. Gift-wrapped and mailed for you with gift card. **8.95**

Same-day shipment. Send check or MO and we pay postage anywhere in U.S.

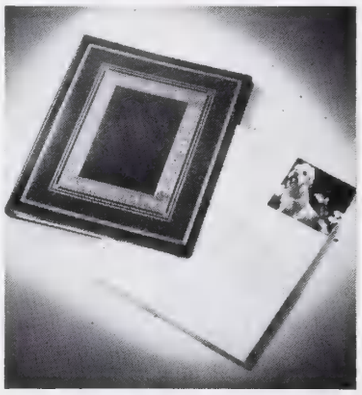
Jons Manufacturing Co.
Dept. D-4, St. Matthews, S. C.



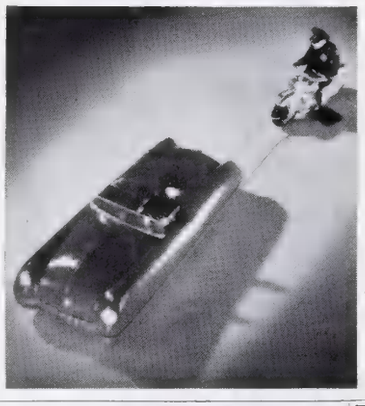
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neck and fluffy whit
hugs her hands to
warm and pretty.
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load of Miss Muffe
they'll rush her like
neck of a velvet dres
fur collar will be a
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this one always ge
Automatically power
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he and the car race
catches up with the s
both come to a full
magic. No key neede
car, 4″ x 4″ moto
impact plastic, it's
Spencer Gifts, Atlant



SAVING MATCHBOOKS?
THE BEST PLACE TO KEEP THEM IS IN
MATCHLESS ALBUMS

Matchless Albums increase your hobby enjoyment because you can put matchbooks in them without special preparation or paste. The "mounting method" is simple and quick whether you collect empty, full, or feature-match covers. When displayed, flaps and backs are on opposite sides of the same leaf. You see them both naturally right side up by turning the page; the effect is very good. These handsome looseleaf albums are designed for Standard Size and Mixed Sizes. Brilliant silk screen binders 12½″ x 10½″, individually boxed. Nice for yourself and as gifts.

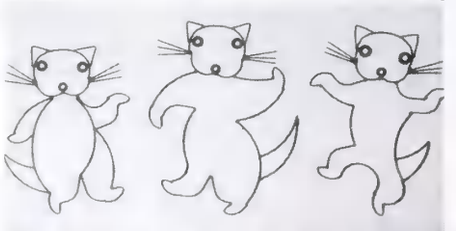
Matchbook Albums for Standard or Mixed Sizes
$3.25 each
Postpaid in U. S. and U. S. Possessions
In Canada, Mexico, Cuba $3.72 postpaid

MATCHLESS ALBUM CO.
Box 121HB, Long Branch, N. J.

these three little kittens . . .

. . . must have found their mittens, they look so happy. Wonderful wall decoration; will go nicely over a mantel piece; interesting for children's rooms. Black iron. About 15″ high.

$6.00 for the set of 3, postpaid.



JEREDITH MANOR
P.O. BOX 130, NYACK, NEW YORK

YOUR PLANTS

will look lovelier on this white, lightweight metal, wrought-laced plant stand. Adds glamour and grace to any setting. Exquisite lace-like effect, skillfully designed of sturdy steel to give perfectly balanced beauty and strength. Perfect for growing plants — set back shelves accommodate plants of all heights.



It stands firmly and makes all your plants easily accessible for proper watering.
3 tiers hold up to 9 potted plants. A pair is ideal to decoratively divide dining and living room areas. Also available in black.
22″ wide, 21″ deep, 34″ high—**$12.50** Prepaid.

Add 75¢ West of Mississippi

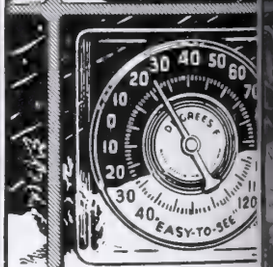
Same stand available with 2 tiers, 22″ wide, 21″ deep, 24″ high—**$9.95** Prepaid.

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NEW "EASY-TO
WINDOWPANE THER
NOW — Mounted in



JUST PEEL AND PRESS
this new model *anywhere*
of windowpane. No screws,
glue. Unique transparency
lines bold figures and poin
a glance how cold it
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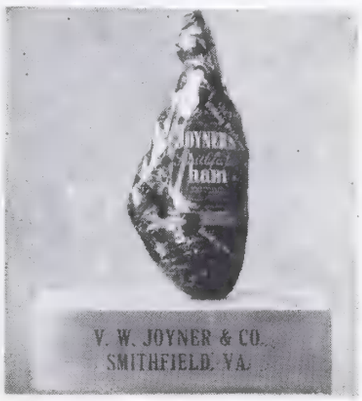




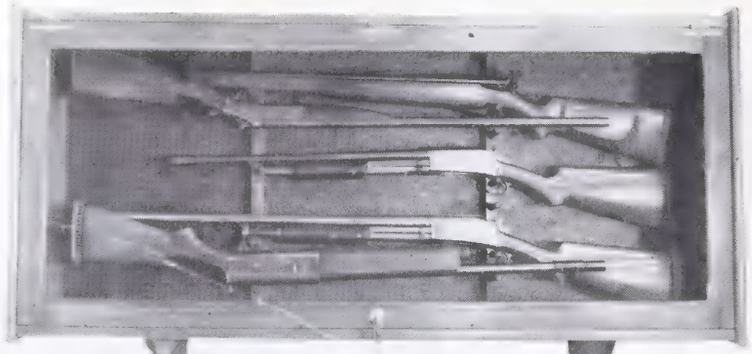
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symbolic of true love
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great sacrifice that
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Edward Boehm, fa-
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nelangelo's world-fa-
nna, and this 9" por-
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D. Peacock, Chicago.



YOUR FARE
Ham during the holi-
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Combining
Beauty—
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SOLID WALNUT
Gun Cabinet

Worthy of housing the finest guns—a QUALITY item at a price anyone can afford. Not only a gun cabinet, but a showpiece, crafted to heighten the charm of any room. Made of finest walnut obtainable, finished to match gun stocks.

Cabinet berths 6 guns. To insure safety of guns from curious hands, door is fitted with a 5-tumbler lock, plated in statuary bronze to match hinges. Mounting brackets of matching walnut furnished with each cabinet. Also all screws and bolts for mounting to wall. Shipped K.D. No glass furnished. Easily assembled by following simple instructions. Order from this ad. Send check or Money Order.

Width when assembled, 53¼". Height, not incl. legs, 25", Depth, 10½". Shipping weight, 58 lbs.

Shipping charges Prepaid. $49.95

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NEW REDWOOD PAINT
REDWOOD COLOR

Make Any Wood Look Like Redwood



Apply Liquid Raw-Hide Paint — Redwood Color No. 5 to outside wood or metal. Gutters and Downspouts will look like wood. Redwood itself can thus be protected. Liquid Raw-Hide Paint—Redwood Color No. 5 is Resin-Free (all oil base), made by the exclusvie Behr process. Send $1.85 Qt., $6.40 Gal. Postpaid.

WOOD FINISHING BOOKLET WITH EVERY ORDER OR FREE ON REQUEST. Describes other Resin-Free Fine Finishes, clear or colored. GUARANTEED.

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"Specialists in Resin-Free Finishes"

Including Fast-Drying Clear "Blond" Interior and Fast-Drying Tough Marine Spar For Indoors or Out.

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FOUR MONTHS' PRACTICAL TRAINING COURSE
TWO YEARS' INTERIOR DESIGN
Resident Day Classes

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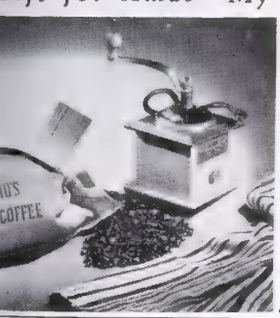
Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

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Starts at once. Send for Catalog C

Same training for those who cannot come to New York. Practical, useful and intensely interesting.

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Gift for Xmas—My Coffee from Guatemala!



Write to me at once and I'll ship to you and your friends now, or in time for Xmas, my high altitude coffee, in the bean or ground. This is the World's Finest Coffee. I enclose Gift Card. 1 lb. **$1.45;** 2½ lbs. **$3.50;** 5 lbs. **$6.50.** Please add 5% for California; 10% for all other shipments to cover postage. Colonial mills (pictured) **$5.95**; or Electric Grinder. **$24.50.** Add 3% in Calif. for Mills. Please—no C.O.D.'s.

Write for my folder.

PEDRO PINTO
Guatemala Coffee
P. O. Box 3208HB Carmel, Calif.



Modern Hurricanes

—and the low price will amaze you. Sheer simplicity of design gives these modern hurricanes utter beauty. Wrought iron bases hold 2⅞" wide clear glass "chimneys" 10" tall. Any hostess will be proud of these with her finest table setting or on her mantel. A small investment in perfect taste. Pair (without candles) **$3.98** ppd.

Candle Warmer

Extraordinary value in cost, beauty and design. Hammered wrought iron for permanence. Graceful leaf design will complement your best table setting. Grand for keeping coffee, gravy or casserole hot on the table. Perfect for coffee table in the living room or on the terrace. You'll be surprised at the low cost of only **$1.50** ppd.



Money Back Guarantee
You must be completely satisfied or your money will be refunded immediately.
If a resident of Pa., kindly add 10% Sales Tax to your order.

E CATALOG

NEST COMPANY, 205 WEST STREET, WILLIAMSPORT, PA.



Iron-Craft Candlesticks

Black, satin-finished, hand-wrought iron scroll (½" wide) on white, polished marble base—from the heart of French Louisiana. Ultra smart black and white ensemble that harmonizes with any color scheme.

Single candlestick, 4" x 4" base, 10" high, **$7.95.** Pair, **$14.95.** Postpaid.

Triplet, 4" x 8" base, 12" high, **$13.95** Pair, **$26.50.** Postpaid.

(Candles not included)
No C.O.D.'s please

WILSON-YOUNG
P.O. Box 5284, Audubon Station
Baton Rouge, Louisiana



HAROLD J. RUBIN, FURRIER
52 East 56 St., New York 22

AMAZING MECHANICAL KNITTER

New toy makes knitting easy as pie—Fun, too:

ONLY **$1.00**



NO C.O.D.'s PLEASE

POSTPAID ANYWHERE

When mother was a girl—grandma, too—how she loved her knitting spool. And how slow it was. Now with this replica of a real knitting machine, your tyke can spin out the knitting. It's automatic—simply thread it, turn the bottom of the plastic case. Out reels the knitted yarn like magic. Makes hats, belts, pot holders—more.

Set comes complete with knitter and two skeins of colored wool.

M. MALIS & CO.
3300 Frankford Avenue, Philadelphia 34, Pa.

GIFT WITH *Charm*



(18 x 14 inches)

Silhouette estate signs in heavy rust-proof metal for lamp post, tree or home. Name cast into design at no extra cost.

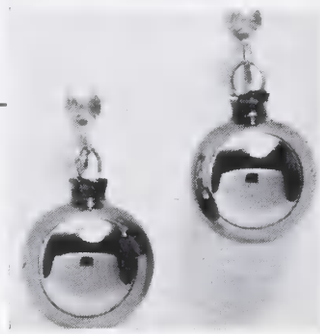
$9.95 delivered postpaid. No C.O.D.'s. Name to read from both sides $3.00 extra. Any special design from your rough sketch $5.00 extra.

For prompt shipment order direct from this ad. Satisfaction guaranteed.

#200 Coach & Four	
#212 Country Doctor	#128 The Hunter
#218 The Windmill	#120 The Pines
#118 Dog—Any Breed	#220 Sailboat
#114 Colonial Couple	#224 Steer

Catalogue on request.

DOUCET METALCRAFT
Box #7 West Peabody, Massachusetts



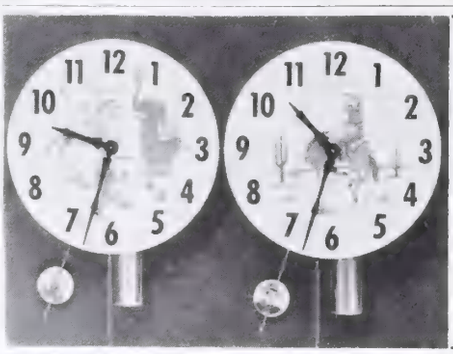
Bubbling with Excitement!

Earrings as gay and gala as New Year's Eve. Wee Christmas balls dangle 'bout your head. For an extra merry holiday idea, earring your guests too! Glistening bright in red, green, gold, aqua.

$1.00 pair; **$1.75** two pair

Tax Included—Postpaid—No C.O.D.'s

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Children's Pendulum Clocks

—the perfect Christmas gift to delight the children and please the grown-ups! Clock movement is made of solid brass plates, wheels and has steel pinions. It is fully guaranteed by the reputable manufacturer. Dial is 7½" diam., enameled in white with choice of 3 multi-colored designs: Playtime Circustime and Cowboytime. Simple to operate—just pull weight up every morning. No springs to break—no electric outlet needed.

Order with confidence and assurance of prompt delivery direct from manufacturer. Full money-back guarantee if not satisfied. **$5.95** each incl. Fed. Excise Tax and postage. No C.O.D.'s.

MASPETH MFG. CO., INC.
DEPT. HB 12, 96 STOCKHOLM STREET, BROOKLYN 21, N. Y.



PUT A SONG IN YOUR HEARTH

with the gayest andirons that ever played a supporting role for a log fire. Shaped like ⅛th musical notes. They are 18" tall with 14" burning iron and weigh 17 pounds

SOLID BRASS NOTES **$25.00**
Cast Iron Black satin finish **$14.95**
Catalog 10 cents *Postpaid*

TENNESSEE CHROMIUM PLATING CO.
206 Louise Ave N. Nashville 5, Tennessee



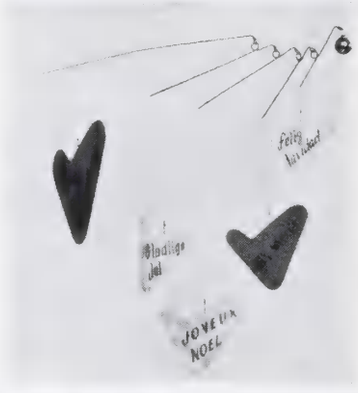
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genuine ermine tai
ered into a sophistic
topped with a horse
leaf clover of rhines
to your coat. on a v
pastel sheer wool. bl
you'll collect secon
flattering as pearls
including tax and p
from Harold Rubin
St., New York 22.



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gift that we never ti
C. W. Anderson, the f
did the original ma
drawing that has bee
on the cover of this
In full color, it is m
gilt-framed green bo
over 200 4½" x 5½"
sheets. With a mech
attached, it's $2.50
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H43, North Ave., Ba



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Enjoy the relaxing, stimulating benefits of efficient *vibratory* massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—"at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. *Widely used in Health institutions.* Built for years of service—fully guaranteed. **WRITE FOR FREE LITERATURE TODAY!**

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Ideal for Ping-Pong, as a b
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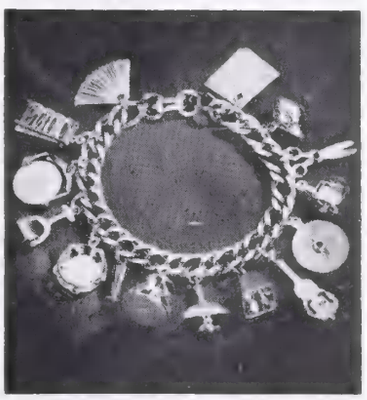
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IN HAND-CRAFTED STERLING SILVER OR 12 KT. GOLD FILLED

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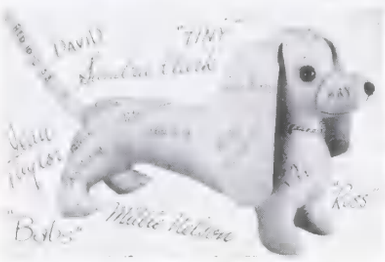
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The Personality Pet!
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Use Pen or Pencil!

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MEREDITH'S of EVANSTON 24, ILLINOIS





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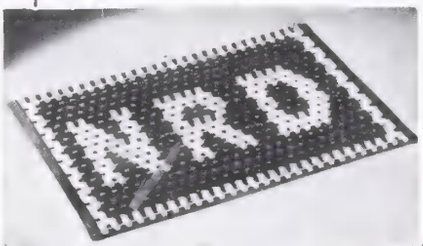
She's a cat that knows her Catnip the way a gentleman of discernment knows his martinis. But for cats, a Catnip-Jag is healthy . . . Anyway, this is about the finest Fancy Catnip in the world, rich in carotene. Even Vitamins B_1, B_2, and Niacin are added! The corner drugstore may be cheaper. But who makes a martini like the Ritz Bar?

75¢ for 4-oz. jar
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Add 25¢ W. of Mississippi

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RUBBER DOOR MATS



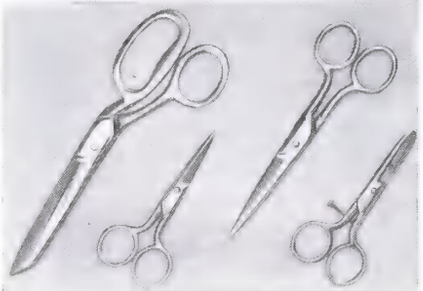
Your front entrance will do you proud, and guests will receive a warmer welcome if they scrape mud from their shoes on this good-looking rubber mat. Now available in Red, Black, White, Green or Brown with three initials worked into the pattern in any contrasting color.

16″ x 24″ (without border) .. **$ 6.50**
20″ x 30″ (with border) **9.95**
22″ x 36″ (with border) **13.50**

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Four fine, precision-made forged steel scissors, useful with strong razor-sharp blades and handles beautifully finished in 24K Gold. Set includes a 7½″ bent Dressmakers' Shears, 6″ double-pointed Utility Scissors, 4½″ adjustable Button-Hole Scissors, 4″ double-pointed Embroidery Scissors. A handsome, useful gift for anyone who sews . . . wonderful to own yourself.

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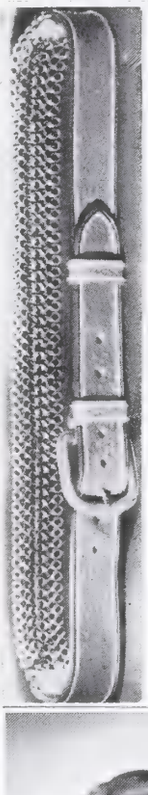
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YOU COULDN'T GIVE HIM A NICER GIFT.

From England, Martin's expanding Spring Belt.

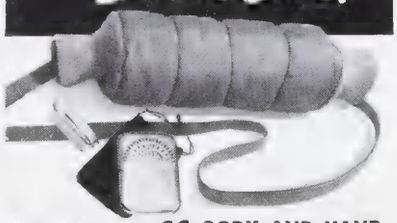
Golfers—bowlers—or relaxation at home, work, or play—a wonderful companion. Patented spring action "breathes" with you. Will not rust, stain, or lose its spring. Leather covered buckle and front. Sent postpaid. Send waist size.

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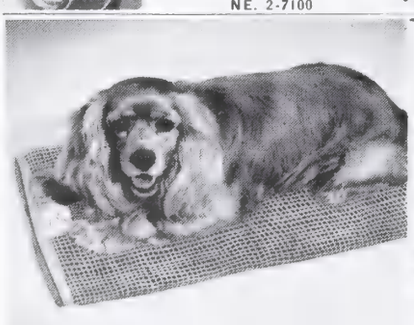


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WARMuff delivers cozy comfort to hunters, fishermen, football fans, and others who suffer in cold weather. WARMuff is an 8-oz., water-repellent, poplin covered, insulated muff that straps around waist to keep stomach and hands warm. It is warmed with heating unit that generates 120° up to 24 hours on one fueling. Draft-proof knit wristlets. Fully guaranteed. Makes ideal gift. Free folder on request.

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MY DOG HAD FLEAS

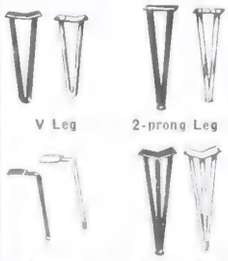
until we got him a Flea-No-Mat. There were even times when he was a social outcast because he smelled a little too much like a dog. Flea-No-Mat fixed that, too. It's a chemically treated, kennel-tested mattress that neutralizes animal odors and rids Fido of fleas and ticks while he snoozes. 15" x 28", $2.95; 28" x 36", $4.95; 34" x 54", $8.95. Ppd.

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Create individualized furniture.. Fasten these brass plated steel legs to any wood surface or use the wrought iron legs supplied in matte Black, Red, Green, Blue, White and Yellow. All legs are welded at an attractive 12° splay, ½" diameter except the 6", 12" and 16" three prong legs, which are in ⅜". Rust proof, durable, sturdy. Prices are for four legs including screws. Freight prepaid. No COD's please.



V Leg 2-prong Leg Single prong Leg 3-pring Leg

	V Leg		2 Prong		3 Prong		Single	
Ht. Leg	Brass	Wrought Iron	Brass	Wrought Iron	Brass	Wrought Iron	Brass	Wrought Iron
6"	$7.45	$4.95	$7.45	$4.95	$8.65	$6.15	$6.45	$3.95
12"	8.45	5.95	8.45	5.95	9.00	6.50	7.25	4.75
16"	9.25	6.75	9.25	6.75	10.00	7.50	8.25	5.75
22"	11.45	7.95	11.45	7.95	13.45	9.95	•	•
28"	15.45	11.95	15.45	11.95	17.45	13.95	•	■

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Studded with flash
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Also in black, gr
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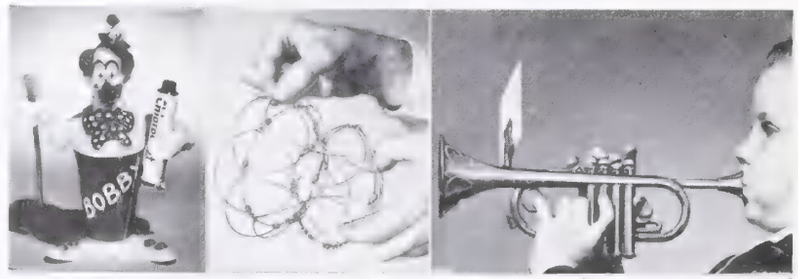


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TUMBO CLOWN. His red tummy is plastic tumbler; child's name hand painted! He carries tube of toothpaste, toothbrush. Attaches with screws or magic cement capsule provided. **$2.00**

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KEY CHAIN
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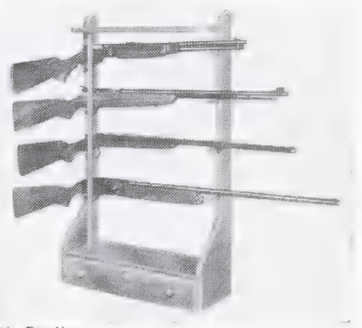
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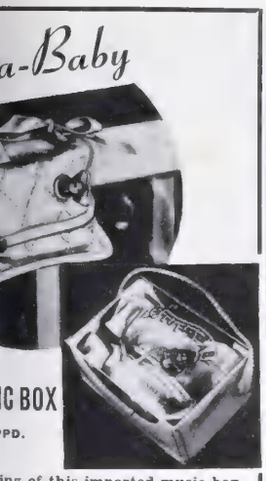
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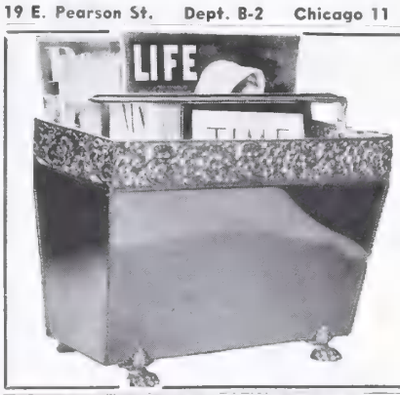


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Creative young minds can be kept busy for hours on end dreaming up things to make with this colorful kit (you've seen it on the TV show "Ding Dong School"). Contains about 75 11-inch fuzzy, chenille covered wire stems, pliable and reusable, to make up into figures, flowers, animals, houses, party decorations, lapel pins and novelties of all sorts. 16-page instruction booklet shows you how. Set postpaid, $1.

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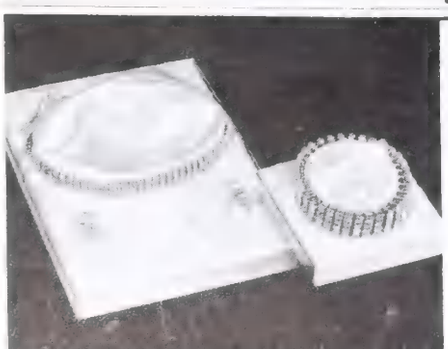
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4 tier expandable bracelet

Both Matching Sets $12.95 ppd.
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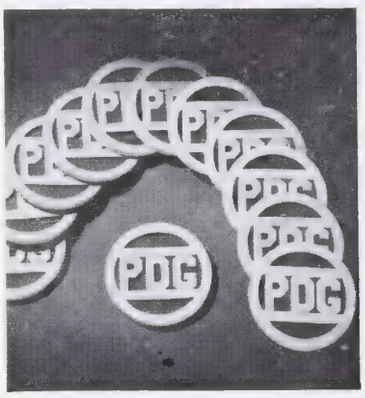
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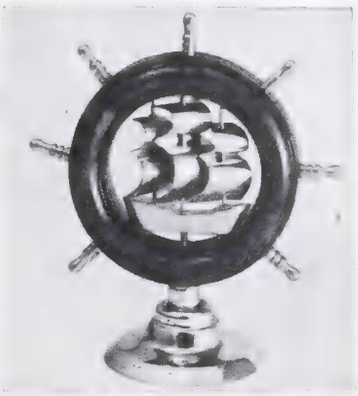
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M THE TOOLS pair a leaky faucet u up a batch of for a 2- to 12-year- an apron with poc- ch fixits as saw and w driver and pliers. mall cook. But her spatula, beater, and of blue denim with ne in black. $3.95 rimstock Bros., 112 Philadelphia 7, Pa.





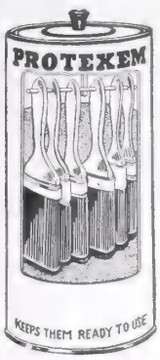
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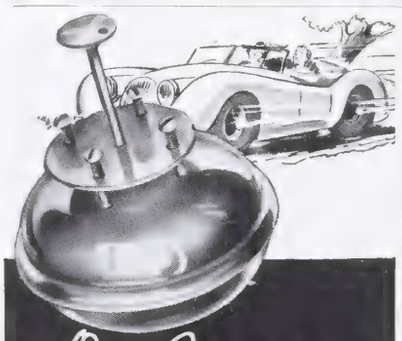
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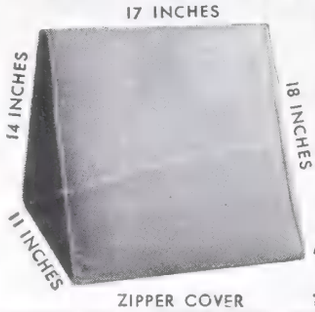
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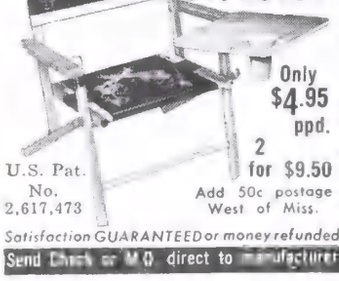
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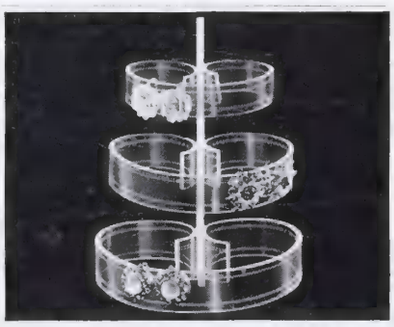
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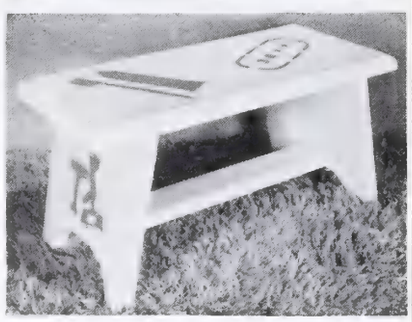
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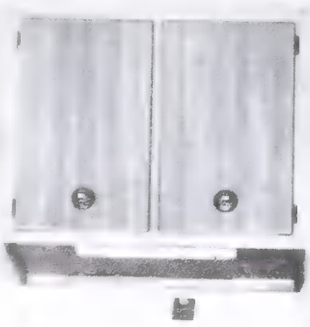
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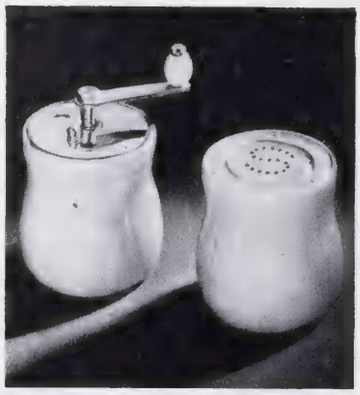


LET THERE BE LIGHT

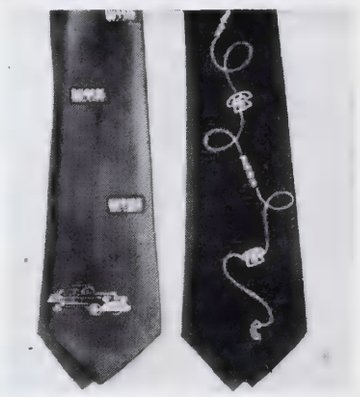
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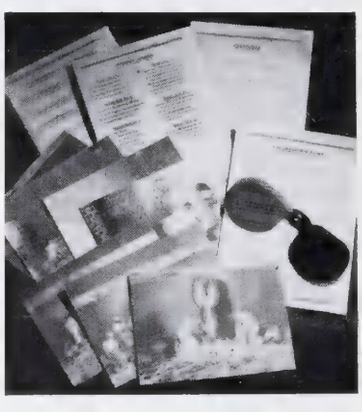
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(*Continued on page 77*)



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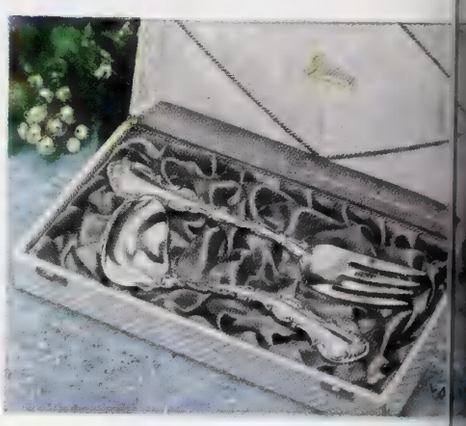




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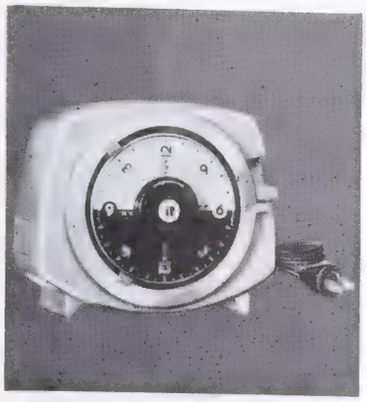
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CONTINUED FROM PAGE 74

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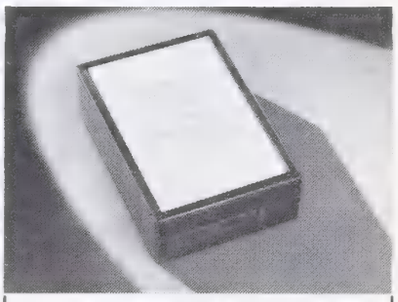
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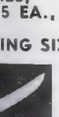
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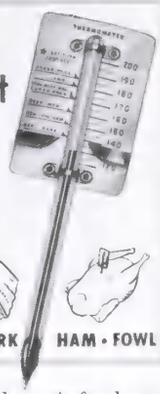
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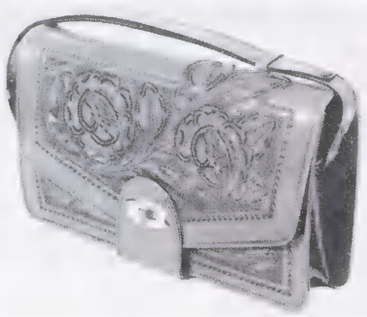
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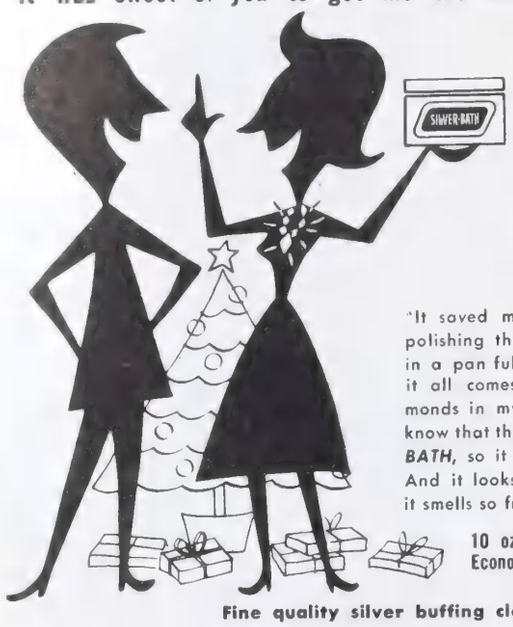
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A wonderful way to add cheer to your lawn (comes complete with stake) during the Holidays, and long afterward . . . the children will love them (and they don't melt in the sun!). A lively complement to your indoor decorations too! Gayly hand-painted vinyl plastic with sturdy Masonite backing, 36" high x 30" wide x 10" deep. $25.00 Expr. Coll. Also Available: **ILLUMINATED DISPLAY PLAQUES** in gay multi-colored translucent plastic, 18" x 18" x 3"—complete with U.L. approved bulb & cord set.

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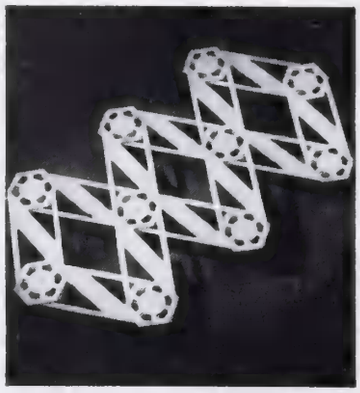
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All dressed up in sophisticated colors, our new ruffled Toilet Togs made of solid color Everglaze Chintz. Washable—just wipe clean with a damp cloth. Concealed drawstrings make them a perfect fit for any size bowl and tank. In White, Yellow, Blue, Pink, Wine, Brown, Aqua, Chartreuse, Black, Hunter-Green or Cherry Red. $4.95 each set; 2 sets for $9.75; plus 45c p.p. and ins. No C.O.D.'s please. **Franklin-Bayer, 630 N. Michigan Ave., Chicago 11, Illinois.**

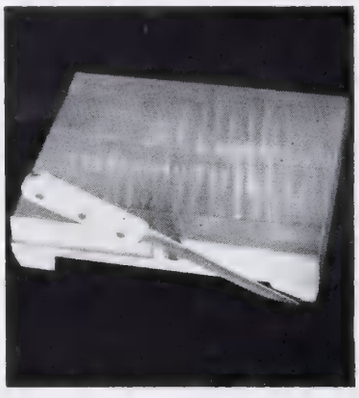
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WINDO



S-T-R-E-T-C-H I silver-plated trivet inches, big enough date your biggest tu Close it and it dwind fit your lesser dishes, as a compact 7" cas Rubber-tipped feet table top. A handso present for $6.98 in postage. Macy's, Her New York 1, N.Y.



BLOCK MAGIC. It as though it were keeps the knife clin cutting block. But it magnet, permanently handsome Vermont block that does the tri fine Lamson cutlery, b x 11" x 2½" thick be a dazzling success in bar. Just $6.50 ppd. Mart, Box 159, Yardle



IS YOUR TABLE festive holiday? It ce be if you choose thes A jeweled Christma tall, is your central to carry it out, have glittering tree, 4½" ta guest. A place card to its gold-tipped bra with your tall candl the table is a lovely tree, $5; small ones, Whitman House, 521 New York 17, N.Y.

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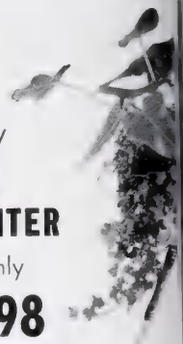


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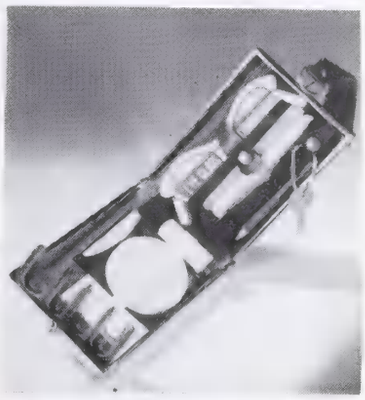
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HAN THOU but
or those of us who
less than saints to
are these ecclesias-
Left to right: St.
red Heart, and the
gue. Made in Italy
composition and
additional colors. 9"
of Prague a little
98 each; set of 3,
50¢ post. Paulen
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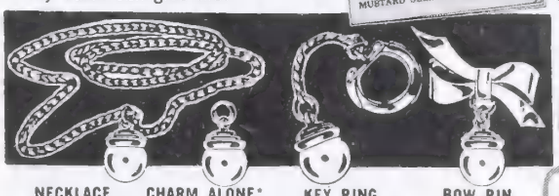
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$2.50 in case 2" x 2¼"

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for men and women

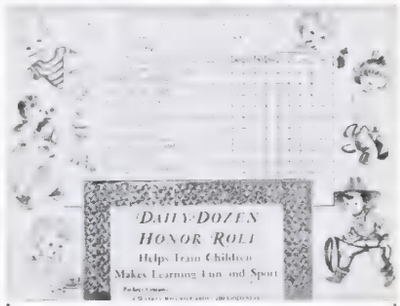
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Colorful illustrated chart helps your youngster learn good habits—easily and pleasantly! Gold stars are earned for washing hands, brushing teeth, putting toys away, etc. Ten daily tasks are listed, and there's room for special duties you want to add. Name, address and age go on top. Complete record includes gold stars for 8 weeks. Wonderful gift idea!

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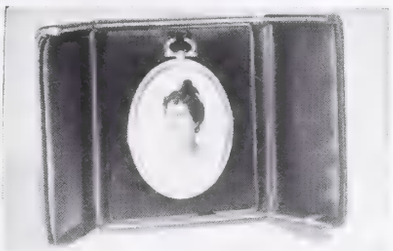
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$1.50 each, Ppd.

Here's a gift your favorite youngster will live in and love! The friendliest T-shirt ever created! Front says "Here comes Eddie". Back says "There Goes Eddie"! We put t or nickname in place of shirt bears a dashing a daring Trapeze Artist. ames are in gay wash-irt is knitted of finest otton yarn with Nylonized ts shape and elasticity.

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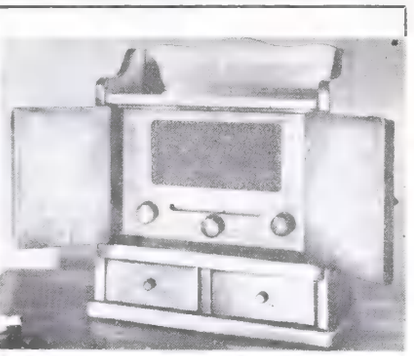
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MY OWN CRAYONS Hand made bucket of native pine. Natural lacquer finish. Hand painted with child's name. Will hold full set of crayons, also fine for tidbits, buttons, etc., 5" x 5". **$2.95 Ppd.**



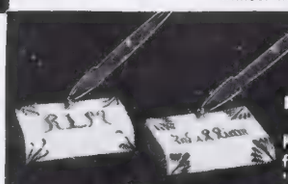
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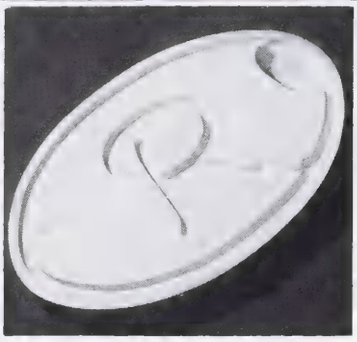
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COCKTAIL TABLE, 18 x 36 x 17" high
STEP TABLE, 15 x 25 x 24" high

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. . . of your family tree—and who isn't? Fill in WHO'S WHO in this colorful Family Tree for a decorative record of the heir facts and a treasure for generations to come. Removable tissue indicates where to write names. Tree is gold with green leaves and red apples. Ready for framing. Approx. 20½" x 17". Makes an unusual gift!

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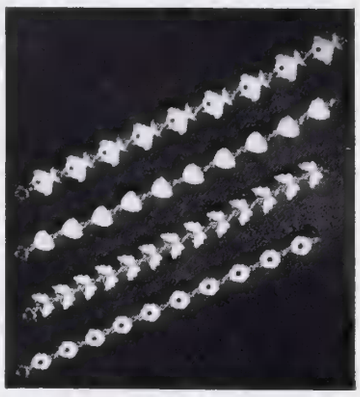
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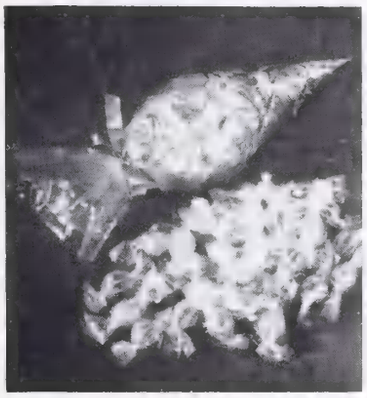
LLA ROBBIA. your hall will be ic wreath, created ion of the master traditional Della re in lovely tawny ght for Christmas all, $10 ppd. The istmas baubles is y, too, 9". $8.50 bons for hanging. nstance Spry, Inc., New York 22.



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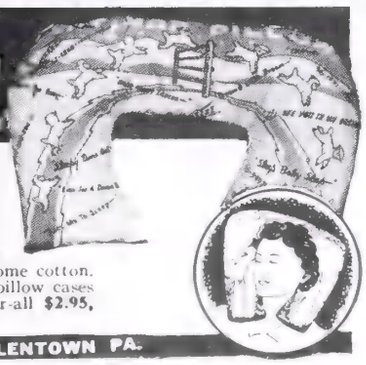


SHAKEEZ: Individual cocktail & collins mixer. Will fit on most standard 8 oz. to 14 oz. tumblers. Pour ingredients into glass, place shaker firmly on top, shake and serve in same glass, a fresh and quickly-made drink. Also excellent for milk-shakes, for gravy mixtures and to contain cold drinks. Money-back guarantee if not satisfied.

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Already fully adorned with hundreds of hand applied sequins, brass and copper ringlets, brilliant stars and balls, stardust and snow. A dazzling and labor saving decoration—so fitting and festive for Christmas!

JEWELED CHRISTMAS TREES

15" $4.95 each
9" 2.95 each, $5.75 pair
5" { $ 4.95 set of 4, 9.50 set of 8, 13.95 dozen

No C.O.D.'s, please.

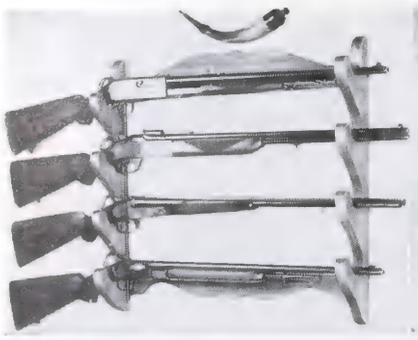
WHITMAN HOUSE Dept. H 12
521 Fifth Avenue • New York 17, N. Y.



SERVING BAR CART

Long needed! Now available! Indispensable for smart home and apartments without formal bars . . . for all outdoor serving. Removable top tray holds 8 beverage glasses, 4 jiggers, ice bucket, 8 mixing spoons. Plenty of room for bottles too. Removable bottom tray holds all snack and goody dishes. Serving Bar Cart takes apart, folds compactly for storage. A fine furniture piece designed in Blonde wood for modern living. Comes complete with all glassware. Money refunded within ten days if not satisfied. **$18.98** post paid.

STAVAL PRODUCTS CO., 405 Lexington Ave., N. Y. 17





Give him a NIMROD GUN RACK

Steel Safety Lock Protects the Guns

Handsome and decorative, the NIMROD gives a secure place to display and protect his cherished guns. Beautifully grained and finished, choice of *solid* walnut or *genuine* knotty pine.

NIMROD HORIZONTAL *(above)*

Steel synchronized Guard-lok, Self-leveling!

4-Gun (2 to 4 guns) **$12.95**

6-Gun (4 to 6 guns) **$16.95**

NIMROD 'Masterpiece' UPRIGHT

Hangs, or stands on floor (legs furnished). Covered steel Cabl-lok. Handy drawer locks up ammunition, etc. Displays up to 5 Guns. **$27.50**

We ship postpaid — 48 hours. Money-back Guarantee! Clip this ad, mail with check or M.O.

THE NIMROD CO. (Div. Geo. Marnhout Co.) Dept. 1253-B, 1701 Arch Street, Phila. 3, Pa.

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nubian chair

. . . slick and simple



Note HEAVIER-CUSHIONED SEAT.

Write for FREE Catalogue

CHAIR: 31" high
SEAT: 16" x 16" x 18" high

Combines versatility with good design . . . serves as well outdoors on porch or terrace as it does indoors at desk or dining table. Best of all, you can keep it immaculate with a minimum of effort: just sponge off the waterproof Vinylite seat and back to keep a crisp, fresh appearance for years. Comes in Forest Green, Red, or Lime. Dramatic black Nubian steel legs are rubber-tipped to prevent scratching. Packed flat, quickly assembled.

A rare Mail Order value at **$6.95** exp. ch. collect

Hobi **4 for $26.95 - 6 for $39.95**

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Dept. B-123 Satisfaction guaranteed

15 West 57th St., New York 19, N. Y.

NOW DRY-FRY

EGGS
BACON
CHICKEN
CHOPS



with intriguing, NEW

OMELETTER

SHORT ORDER COOKER

"takes the burp out of bacon"

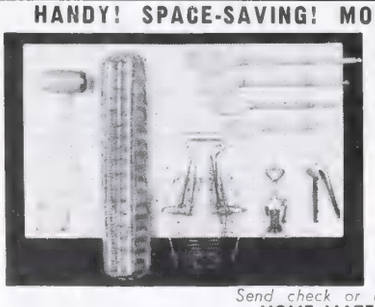
What's "dry-fry"? A wonderful, new way to fry, with the amazing OMELETTER. A revolutionary, top-of-stove pan that cooks both sides at once, uniformly. Condenser-cover holds the heat in . . . vaporizes the steam. This prevents odor . . . minimizes burning. And wait till you see and taste the golden brown beauties you fry with your new OMELETTER! Perfect choice for a gift!

8" Omelette—$5.95 Postpaid
11" Omelette—$7.95 Postpaid

Send check or money order to:

SOLOMON'S DEPARTMENT STORE
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HANDY! SPACE-SAVING! MODERN KITCHEN HOOKBOARD



HOOKBOARD (30" by 18") in washable white enamel comes to you complete with 24 hooks and mounting hardware. Place one on your kitchen wall and have your pans and utensils right where you need them. Price **$3.95** ppd.

Items shown on hookboard include:

Shoppetta	$ .98 ppd
Meat tenderizer	1.25
French-bread basket	2.25
Salad washer and dryer	1.95
Imported corkscrew	2.45
Garlic press	.98
Wooden spoons (set of 4)	.75

Each popular item may be purchased separately. Get complete kitchen kit including KITCHEN HOOKBOARD for only **$12.95** ppd. save over 10%!

Send check or money order to

HOME MATERIALS MART
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KEEP A GLORIOUS TAN ALL YEAR 'ROUND

Now you can buy the new SPEED-D-TAN sun reflecting collar for only $1 P. PD. Sturdily made of aluminum foil. Easy to carry. Makes an ideal gift. The SPEED-D-TAN collar intensifies the natural sun rays which if taken in moderation often help relieve pesky head sniffles, sinus, arthritis and muscular distress.

Send $1.00 to

Money refunded if not delighted.

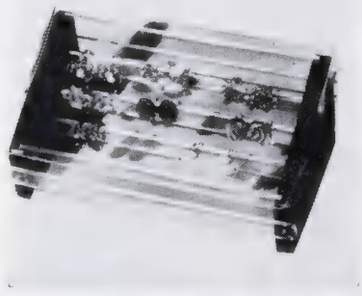
SPEED-D-TAN CO.
100 S. Providence Ave., Atlantic City, N. J.



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landscapes featuring
derland scenes and
1" figures. The plant
treated to last indefi
dimensional Wonder
tected by a clear pla
5" x 4" x 6". and t
and delight every s
on your Christmas
ment of 3. $5; 6. $
from Miniascape O
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EARRING SAFE.
case for your fabulou
of earrings is so de
they can be both se
tected from dust. Clea
8½" x 4", has 3 bars
earrings, and comes v
any or maple ends. $5
box. 6" x 3¾". has 2
Ppd. Kay's. Dept. HB
Englewood, N.J.



COCKTAILS À
Georges Briard's origi
will fall one by one in
ment in your guests' la
up the cocktail hour
of art. Pure linen co
kins feature bird ca
bottles, and balloons
raspberry, green, blac
backgrounds. Set of 8.
The Island Shop, 642
Avenue, Huntington,

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small animal sets

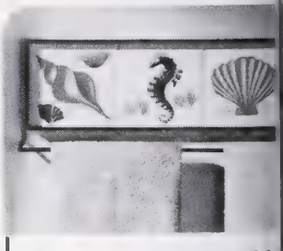


Lovable small animals are cleverly posed in sets of three to make ideal gifts or additions to any modern home. Quality, imported Lefton glazed ceramics come in these sets: cats, chickens, ducks, foxes, giraffes, kangaroos, monkeys, mice, raccoons, skunks, squirrels and zebras. Name animal wanted.

HB120—Small Animal Sets of three..**$1.50** postpaid *Write for* FREE *circular*

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How you can add glamour to your bat

HERE IS A BRAND NEW deco
— the Form & Fancy Tow
beautify and brighten y
room. Made of sturdy wro
and gleaming tile-boar
screened in tones of dusty
sea green. Big 17½ inches
holds up to three bath to
perfect for guest towels. In
a jiffy. "Just right" as a gi

MONEY BACK GUARANTEE

Form

Send check or money order.

DEPT. A
389 GRAND BLVD., SCARSDA

[OPPING



HITTS when you oven and you'll ys ready to give id with hot stuff; the big quilted tends across the wonderful apron. for delving deep freezer. Apron ground colors of ow, blue or black. 25 ppd. Mosley's. ton St., Chicago.

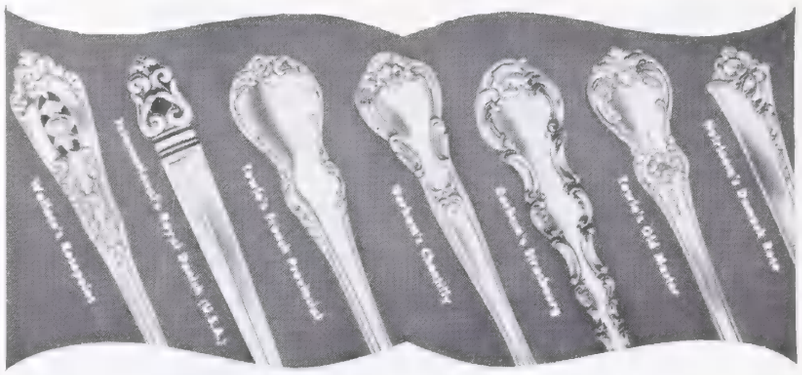


WATERFOWL
er Scott, painted ures of ducks and been reproduced io. And Mr. Scott he paints because n the midst of a sees as many as l a day. Each is over all with de- obert Ruark. $5 Lexington Art. 968 , New York 21.



LLER'S GAR-
rious indoor bulb : 8 paper white eil d'Or narcissus. ilies, 1 white calla yacinths, 1 giant s, 1 bronze plastic ith 10 lily-of-the- qts. bulb fiber, 2 set. With instruc- d. Max Schling . Dept. 660, 538 New York.





MACY'S SILVER CLUB PLAN

$5 DOWN, $5 MONTH

for your 24 piece sterling silver set

- Receive your entire set with your first payment
- Choose from over 190 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Stieff, Watson, Smith, Alvin, Whiting, etc.
- For 4 place settings (24 pieces) $5 down, $5 a month;
- For 6 place settings (36 pieces) 7.50 down, 7.50 a month;
- For 8 place settings (48 pieces) $10 down, $10 a month;
- For 12 place settings (72 pieces) $15 down, $15 a month
- You may take up to two years to pay. Monthly payments on some patterns are slightly higher.
- You never pay more than the nationally advertised price. And in some cases you pay even less, including carrying charge where it applies.
- Receive without extra charge, a wood anti-tarnish silver chest. 6-piece place setting includes: 1 each luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader. Silver Shop, Street Fl.

- FREE with your order a salt spoon lapel pin in the identical pattern you choose.

MACY'S, Box 70, N.Y.C. (1) HB 12

Enclosed, $_____down payment

Pattern_____No. of settings_____

Name_____

Address_____Apt. #_____

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BAROMETER BEAUTIFUL



18 in. high **$19.95**
Shipping Wt. 8 lbs.
30 in. $39.95
Shipping Wt. 17 lbs.
FOB Chicago

This banjo-shaped beauty is an exquisite authentic reproduction. Antique brass, non-tarnishing finish. Guaranteed Barometer mechanism. Thermometer. Available in two sizes: 18 in. high or 30 in. high.

KANE CO. 610 S. MICHIGAN AVE. CHICAGO 5



ISLAND-GROWN TANGELOS

World's Finest Citrus Fruit. Cross between Tangerine and Grapefruit. **Available December and January only.**

Half Box—45 lbs. **$6.75**
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Add 10% West of Mississippi River; Add 5% Northern Michigan, Wisconsin, and Minnesota; Add 20% West of Rockies; Prices to Canada on request.

Satisfaction Guaranteed

All Shipments Prepaid

Send for Complete Price List.

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LICENSED AND BONDED SHIPPERS
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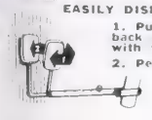
Different Gift!
EG and BACKACHE
Y LEG"
ACCELERATOR
her Foot to
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NSTALLED IN ANY
AR IN A MINUTE!



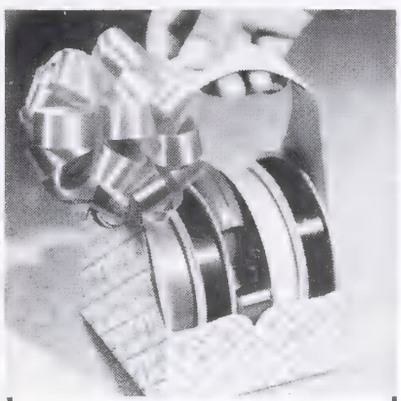
Now . . . accelerate with right or left foot . . . cut driving fatigue. Amazing LAZY-LEG designed for automatic or clutch shift cars . . . no alterations required. Adjustable to proper angle with one set screw.

EASILY DISENGAGED



1. Pull pedal back and left with foot.
2. Pedal drops to floor board.

ACK GUARANTEE
AK SALES
ox 341, Columbus, Ohio



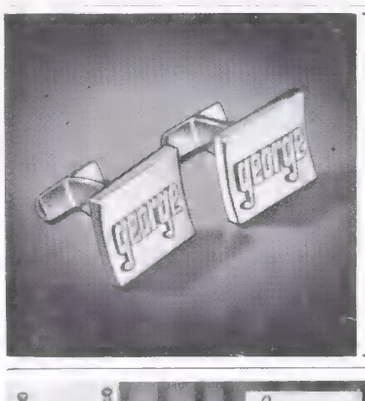
a basket of bows

It's Bette-Lou's BOW KIT with everything you need for beautiful gift-wrap bows.

Bette-Lou's BOW KIT includes 160 yards of "Sasheen"—the perky ribbon that makes the patented "Magic Bow"; "Scotch" brand cellophane tape in handy dispenser; illustrated book, full of gift-wrap ideas and instructions. All these items, plus ready-made "Magic Bow", are packed in an easy-to-handle basket that dispenses ribbon. Order now, for pre-Christmas delivery.

Only $4.95 postpaid

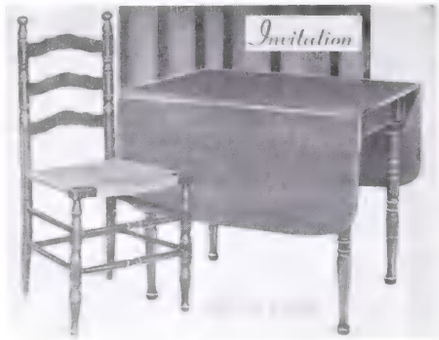
Bette-Lou Co. 1352 Fairmount Avenue, St. Paul, Minnesota



ELEGANTLY CASUAL

gift jewelry for men. Massive sterling silver cuff links personalized with raised name or initials. You may order first name on one, last name on the other. (Up to seven letters.) Superbly hand crafted to delight the most fastidious male. Fifteen dollars including tax.

GARB'S 6707 Sixth Ave., Kenosha, Wis.



Bridal Sweet!

Bride appealing—richly spool-turned authenticity. The set—$92.97—4 chairs and table. Mayflower chair, with Hitchcock-type (no knobs) seat. Min. order, two for $27.50. Height 37"; D. 16"; W. 19"; Seat H. 18". Matching PRISCILLA Drop (16") Leaf Table—$47.50. H. 30"; D. 28"; W. 36". Extends to 59". Corner bolt construction. Select Hardwood. Six superb finishes: (alcohol, water, acid resist.) Walnut, Mahogany, or Amber, Cherry or Salem Red, Maple or Burnished Pine. Express collect. Send check or M.O. Write for Free Folder A-5, showing other ladderbacks. Full Satisfaction or Refund.

Bayfort Society
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Say merry, terry Christmas with

MOPPER

the new absorbing

AFTER-BATH ROBE

Don't be a drip . . . hang your Mopper a reach away from tub or shower, and dash from your splash bone-dry, toast warm. It's both a towel and a whopping big, snow-white wrap of wonderfully washable, thick, thirsty Cannon terry cloth. You'll love its softly shirred shoulders, yards of absorbent fullness. Huge draft-screen collar, tassel tie at neck, full length. One size fits everyone—man or woman. Perfect for traveling, at home, after a swim. A great buy, wonderful gift idea. Mail orders filled promptly.

Sorry, no COD's.

$6.95 ea. (3 for $20)

Add 30¢ to remittance to cover increase in Parcel Post.

Woodmere Mills, Dept. HB-12

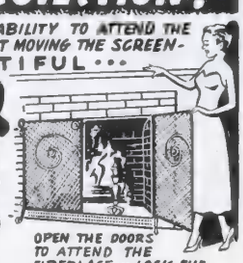
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GREATEST FIREPLACE PROTECTION!

PLUS ... THE ABILITY TO ATTEND THE FIREPLACE WITHOUT MOVING THE SCREEN- with BEAUTIFUL...

DOOR FIREPLACE SCREENS

PRICED FROM $11.95 UP F. O. B. SCHENECTADY

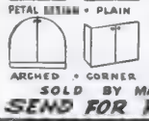


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A GEM OF A JEWEL CASE



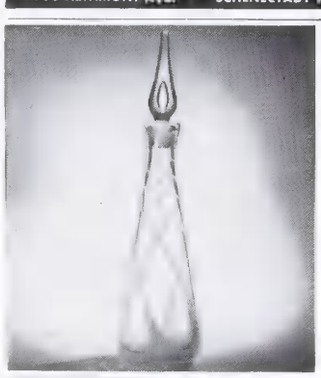
"The DEBUTANTE" . . . A prized treasure of great beauty—for yourself or as a gift for any occasion. Elegantly crafted interior is lined with harmoniously blended combination of high pile velvet and lustrous rayon satin. Exterior of fine quality simulated leather is enriched with 24-kt. gold tooling. 6 compartments, automatic lift tray, full beveled mirror and sturdy lock with key. Large size: 10" x 7" x 3½".

COLORS: Ivory • Light Blue • Rose • Wine • Red • **Specify 2nd Choice.**

$4.98 FREE: 3 Initials, if desired. *Postpaid. Send Check or Money Order. Please, No C.O.D.'s.*

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A crystal decanter, with milk glass flame spiralling to its pouring top, like the grace of a Grecian gown. Master craftsmen from the hills of West Virginia create for you this completely hand-crafted decanter. Its ground-glass stopper, with tear-drop, accentuates its graceful beauty. Its overall height of 17" will hold ⅕ of your favorite wine or juice. The perfect gift for today and an heirloom for tomorrow. **$6.00 ppd.**

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SEND ONLY $1.00 (bill ck, mo) and pay postage or send $4.99 for postman $3.99 COD plus p.p. delivery. COMPLETE WITH EXTRA ($1.00 value) LONG DISTANCE AERIAL KIT AND PHONE—Wonderful gifts for boys and girls. LIMITED SUPPLY DUE TO PRESENT CONDITIONS. Order now to assure delivery.

MIDWAY CO. Dept. BHB-12 KEARNEY, NEBR.

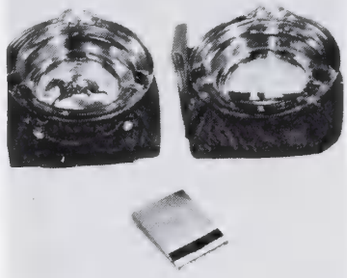


WINDOW



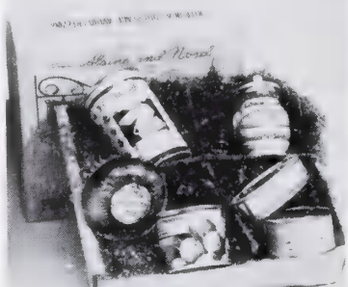
DON'T BE A CH

when you're makin
Be a lady of leisur
refrigerator do the
Home-Aid freezer
quarts of perfect ice
to 45 minutes in the
freezing compartmen
bother of ice and ro
tric motor-powered
when the job is d
recipes. $19.95 pp
Dept. HBM, Lynwo



LOOK WHAT'S I

trays, that's what. A
sturdy as the denir
you sail and fish in
The side pocket fo
attached with real
and a glass ash tray
Nautical or Wester
bottom is weighted
tray to chair arm. I
or regular denim. t
ppd. Wonder Bar Sl
Trenton, N.J.



GUESTS BEARI

will be joyously rec
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most famous hors d
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with truffles, Holla
baby shrimp, Dussel
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new, plastic phone cover, lights the dial when you lift receiver

Replace the receiver, and the light goes off . . . or flick a switch, and the dial stays lit as a soft, steady night light. Wonderful for physicians and others who must make night calls . . . marvelous in times of emergency. Fits standard rectangular base telephone. Provision for secretarial switch if desired.

Eight Decorator Colors:
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Dept. B

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$6.95 CANVAS Ba Red, green, ye

$7.95 PLASTIC Wo seat. Red, blue, ivory.

Or Ivory Laced With Any A

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PIEST BIRTH- time will soon be nd to mark the oc- by a new crèche has A singularly beau- le of wood and hand- bathed in color. A ar streams down on ent figures. In the anger is the Birth- ½" x 6½" x 15½" d. The Playhouse. Ave., New York 21.





IN DEAR! Never nbrellas looked so This scenic beauty, n imposing sentinel olds your rainy-day ellas with great dig- d brass, highly lac- e fine price is $8.75 t. Suburban Decor, York 33, N.Y.

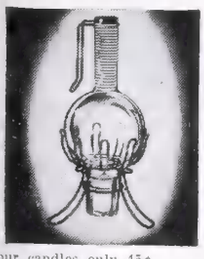


E, BURN! Your important this win- ing your time coax- d fickle fire into a g plant. So do it with a pair of bel- ong handles let you without singeing . Made in England s on wood with ion, 19" long, $6.95 Glass Corp., 25-02 Astoria, N. Y.

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ASSEROLE

A handsome tip-proof casserole to grace your table for any festive occasion. Snow White 2 Qt. Pyrex bottom . . . Crystal Pyrex cover . . . Jet Black warmer . . . 15 hour candle warmer in a heat resistant holder . . .

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CUSTOM-MADE INITIAL BRACELET

MADE TO ORDER for COMPLIMENTS! Your own initials in inch-high gold letters highlight this bold, beautiful bracelet. SOPHISTI-CUFF is whisper-weight for comfort, plated in 18K gold for lasting dazzle. Operates on a spring hinge with initials meeting on your wrist. SOPHISTI-CUFF looks fabulous, is fabulous in everything but price . . . ultra smart for yourself or gifts!

Please specify 2 initials.

only $5.00 tax & postage included

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ORDERS FILLED WITHIN 5 DAYS

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CAR CREST KEY CHAINS

Delight any driver with his or her own authentically colored car crest mounted on a handsome gold-tooled 1¼" wide leather tab! Crest is exactly reproduced by jewelry craftsmen in cloisonne fired-on enamel, and plated in 24K gold to match the Saf-T-Lok key ring & chain. Crests available for U.S. CARS OF ALL MAKES. Each one is of superb quality . . . for you to use with pleasure or give with pride! An outstanding value at— $1.00 ppd.

Please specify make of car.

GLITTER KIT

New money-saving idea . . . add your own personalized dazzle to Xmas gifts and decorations! It's fun, it's easy . . . kit includes tube of adhesive (works like pen), brush, and 6 packets of tiny mirrored spangles in Red, Blue, Green, Yellow, Silver and Gold . . . enough for dozens of applications! Simple instructions included.

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saves time, work, money!

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Grecian Key pattern harmonizes with any decor. Red, rose, green or grey. Also white on white or grey on grey. Specify color.

53x53-in. . . . $5.25 53x72-in. . . . $7.50

Send check or money order. No C.O.D's.

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3. Lobster Cracker
4. Bottle Cap Cutter
5. Unscrews Small Bottle Tops
6. Nut Cracker
7. Cork Screw
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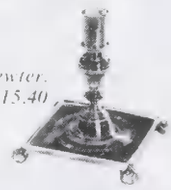
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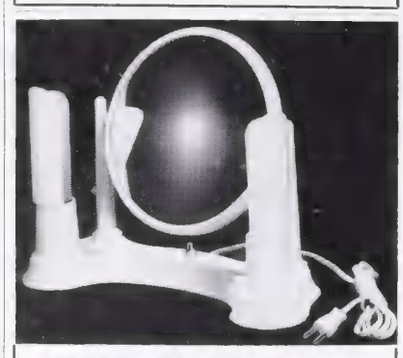
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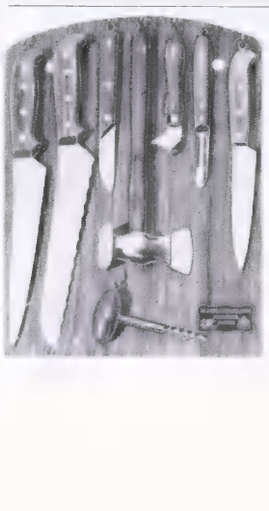
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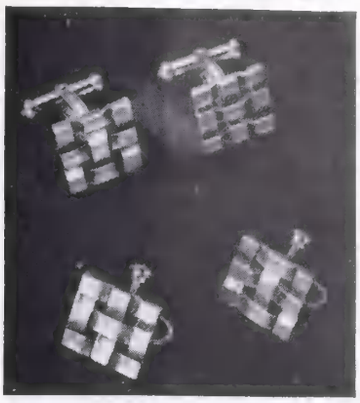
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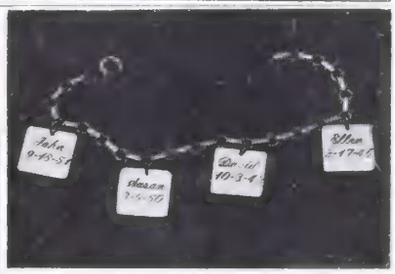


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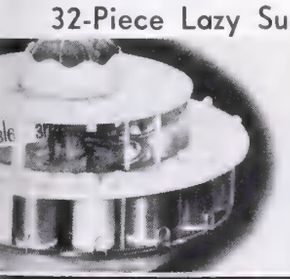
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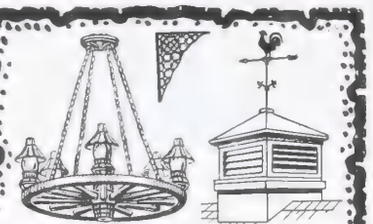
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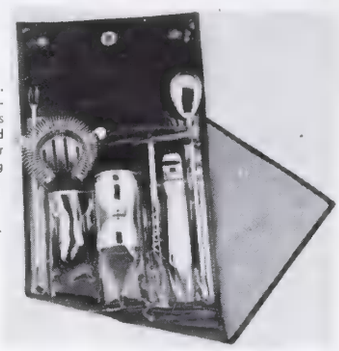
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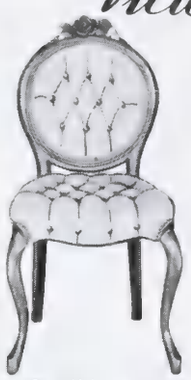
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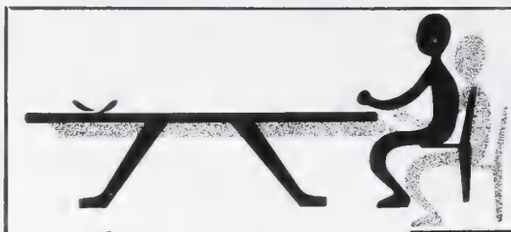
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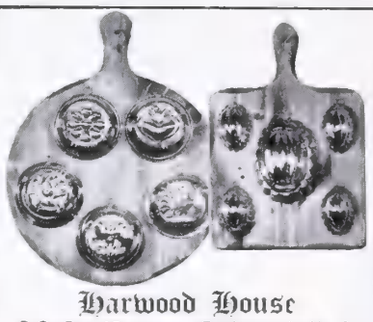
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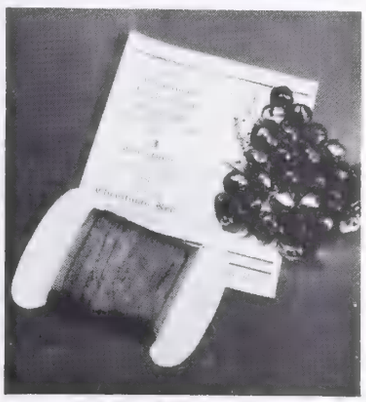
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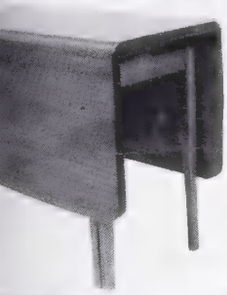
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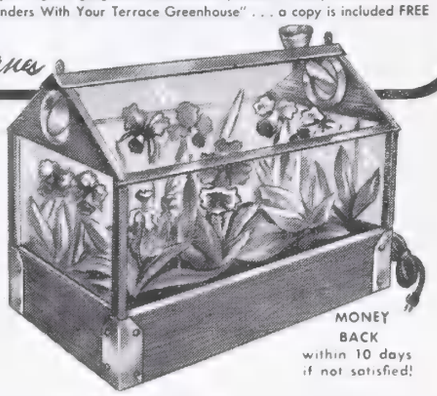


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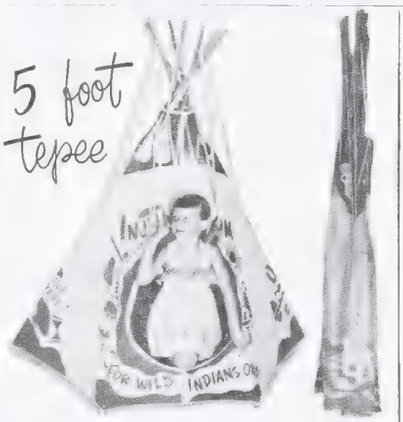
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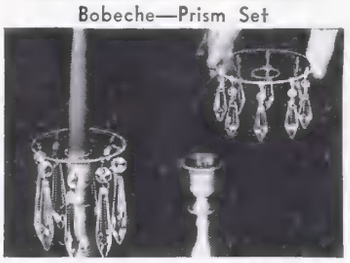
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Change For Enchantment

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1 bobeche—8-3½" prisms (a pair—4.50) **2.25** ea.
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Also available—many other styles, and sizes of prism, and bobeches.

CANDLE-DRIP BOBECHES *Min. Order 6 Bobeches.*



#041 49¢ ea. #010 29¢ ea. #042 39¢ ea. #040 59¢ ea. #012 59¢ ea.

Add 45¢ for Postage and Handling

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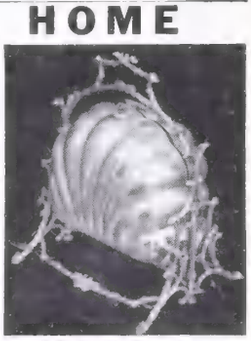
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overall height 9½"
opened width 12½"
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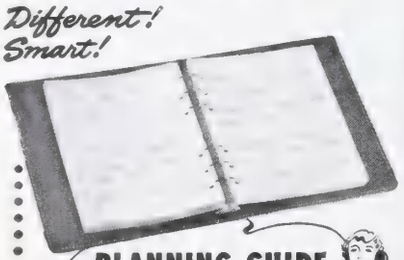
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with 2 Oriental figurines, 15" sq. "Channelwood" frame in forest green with chartreuse metal back; black with white or chartreuse; red with chartreuse or black.

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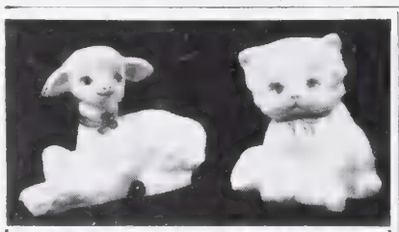
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We'll mail your selections anywhere you specify in the U.S.A. — postpaid! ORDER TODAY!

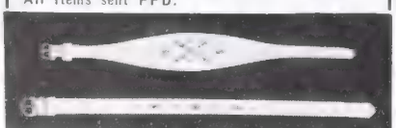
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SOLE MATES ar… lyres that form eacl… handsome boot scra… them is an 8" ca… scraper blade that … sized job of cleanin… shoes at the front d… wide. 6" high, have… anchor into the gro… can be bolted to the… satin finish, rustpro… ppd. Tennessee Chr… ing Co., 206 N. Louis… ville 5, Tenn.



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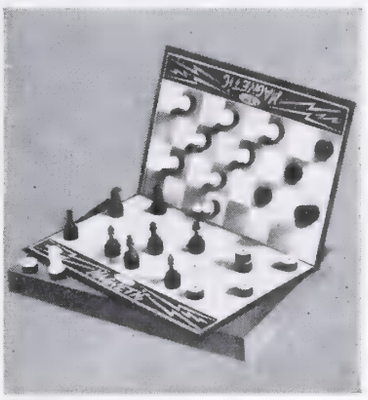
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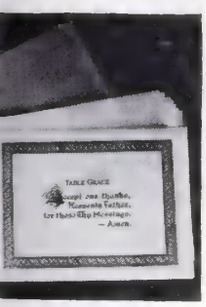
RING TRIVET ght iron is the base ane lamp that will Christmas mantel, table. Then, come go outdoors to light suppers. Chimney Vigil light cup is with votive candle, ″ wide, $2.95 each; ir. Ppd. Priscilla ld Hook Rd., West- rsey.



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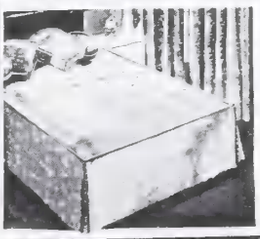
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Makes real whirlpool—fuses all ingredients quickly and thoroughly from bottom to top.

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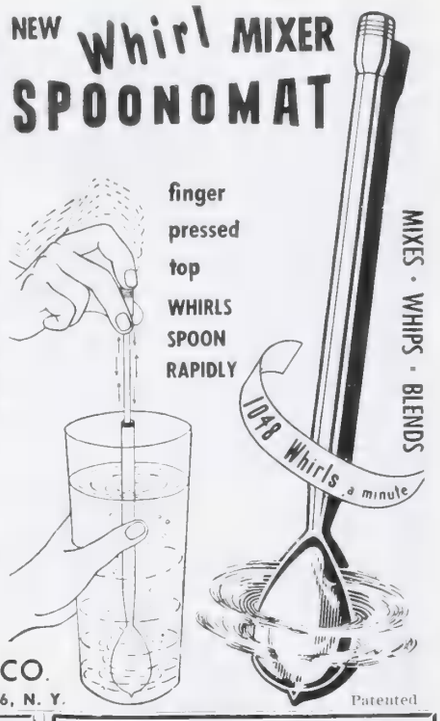
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The quiet charm of this lamp lies in its simple, graceful lines. Tiny pin holes of light shine through the white parchment shade. The metal base holds a removable white ceramic bowl. Use planted or with flowers. 24" high with 12" shade. 3 way light. **$12.95** postpaid

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LIFE SIZE **THREE DIMENSIONAL**

Indoors—or Outdoors—Santa's bright red hand-painted suit and stack of multi-colored toys is a joy to behold! Attach him to your chimney or brighten up your lawn (comes complete with stake) for the Holidays. 49" high x 30" wide x 10" deep, in vinyl plastic with sturdy Masonite backing.

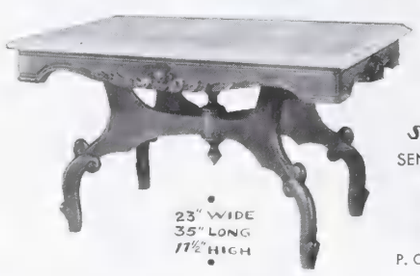
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DAY-n-NIGHT



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Reflector lettering—glass beads mirror light at night (like road signs)
Permanent embossed letters and numbers 1½" high
Lifetime aluminum—rustproof
Baked enamel—white beaded letters—black background
Double plate 18" long—reads the same from either side

These attractive markers make thoughtful gifts — and make it easy for friends to find your home DAY-n-NIGHT. Install in a minute. *Any* wording you want, up to a total of 15 letters and numbers. PLEASE PRINT CLEARLY.

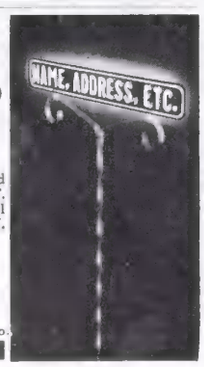
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THERE'S NOT TEA after a bris winter air, or an a skating rink. This tea set is Finnish example of Scand made pottery. 6-cu and creamer are with a faint sien and are at home pattern. Set is $ from World Treas 117, Passaic, New

(*Continued on page* 95)



CHAFING DISH

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THERE ARE MORE THAN SIXTY CHRISTMAS GIFTS IN EACH WALLACE PATTERN

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Bon Bon or Nut Spoon	6.60-7.50
Butter Knife	9.35-13.25
Cake Breaker	11.00-12.00
Cake Knife, 13"	13.50
Cheese Server	6.60-8.00
Cold Meat Fork	14.50-21.00
Cream, Mayo, or Sauce Ladle	8.75-10.25
Gravy Ladle	15.50-20.00
Jam Spoon	3.30
Jelly Server	6.60-8.75
Lemon Fork	4.75-6.60
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Dinner Knife	7.25-8.50
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Cocktail or Oyster Fork	4.50-6.00
Coffee Spoon	3.00-3.85
Dessert or Cereal Spoon	8.00-10.25
Fish Fork	8.50-10.00
Fish Knife	8.00-9.75
Fruit Knife	6.50-7.25
Ice Cream Fork	6.00-6.60
Iced Beverage Spoon	6.25-8.75
Orange or Grapefruit Spoon	7.25-8.00
Salt Spoon	1.65
Sherbet Spoon	3.25
Soup Spoon	10.00-12.00
Steak Knife	8.25-9.50
Tea Knife	5.75-6.50
Tea Spoon, small	3.65-4.25

*Reg. U. S. Pat. Off. © 1953

All prices include federal tax and vary according to pattern

The beauty of this satin is color—through and through . . . CELAPERM*

Celanese* **acetate yarn with the "sealed-in"**



There's a breathtaking depth of color and luster to this new Skinner TruHu† satin—and a reason for it! It's woven entirely of Celaperm. Celaperm is Celanese acetate in which the actually put into the yarn at the time it is made. This means the color is solidly throughout t not just "iced on" the surface. That's why no other range of colors offers greater all-arou fastness—or greater promise of long-lived beauty. Look for Celaperm when you shop . . . it's The ensemble shown—bedspread, dust ruffle, tailored draperies, vanity skirt—is by Sume comes in gold, pink, brown, blue, or olive green. At B. Altman & Co., New York; G. Fox Hartford; Carson, Pirie Scott, Chicago; Jordan Marsh, Boston; The Dayton Co., Min For other stores see page 189. Celanese Corporation of America, New York 16.

CELAPERM

The parasol trademark on a fabric outlines that all color components are sealed-in color fiber.

†*Reg. U.S.

WINDOW SHOPPING

CONTINUED FROM PAGE 92

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stmas bells, so we
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table. Made of
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the cocktail tray.
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is a happy choice
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oo, Mr. and Mrs.
the other animals
enter the ark for
fun they've paired
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a Christmas stock-
l-painted wooden
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An exquisite set of eight beautiful aluminum cocktail glasses you'll be proud to own or give as a gift. Correct for every cocktail party. Perfect for juices and other drinks. Eight chip-proof rainbow colors . . . one for every guest, to prevent mixups on refills. Serve anywhere without fear of breakage. Packaged in attractive gift box.

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. . . lovely little warmers which keep the melted butter piping hot when lobster, artichoke, asparagus, or corn on the cob are on the menu. Wonderful, too, for Hollandaise or dessert sauces. IN CHARTREUSE, RED or EMERALD GREEN, each complete with 2 long-burning candles. 4½" high, 3" diameter. Give your favorite hostess one or several. She'll bless you!

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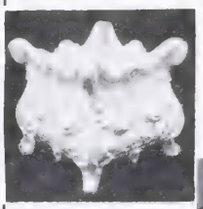
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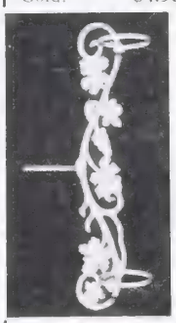
Right: **OCCASIONAL TABLE #150.** Beautiful lace design. 30" high, top diam. 20". **With Glass Top $24.50. With Marble Top $29.50.**





Left: **CLASSIC URN.** Copy from original 100 years old. 15" x 15" square top. Cast Aluminum. White. **$20.00**

Right: **WALL BRACKET** 12" long, 6" high. Potholders 4" and 5" in diam. Cast Aluminum. White or Gold. **$4.50**



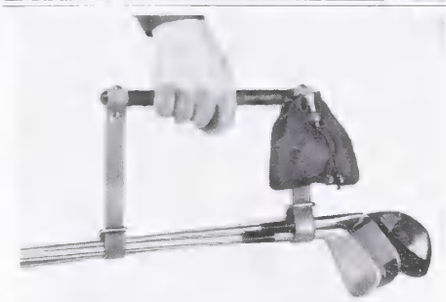
Left: **HANGING WALL BRACKET** for flower pots. Graceful grape and leaf pattern. 26" deep, 3 rings for pots 4⅝" diam. Cast Iron. White. **Only $9.95 or $18.00 for a pair.**



Above: **FOOT SCRAPER #1000.** Black cast iron dachshund (red tongue) 22½" long x 7½" high. **$9.00**

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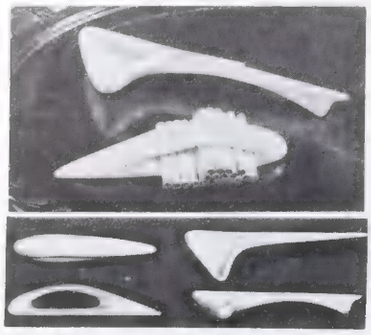
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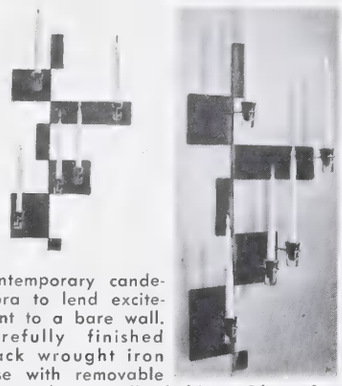
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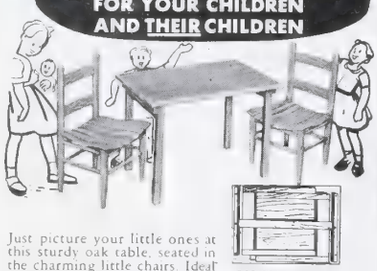


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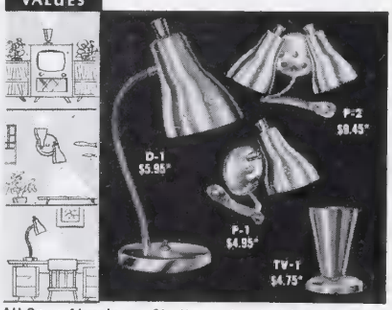
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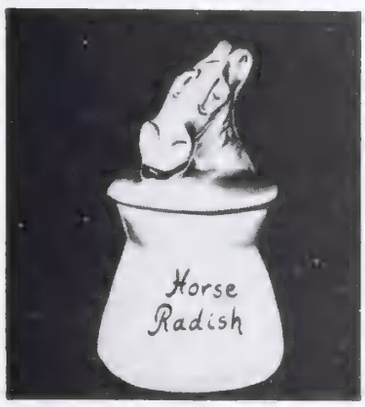
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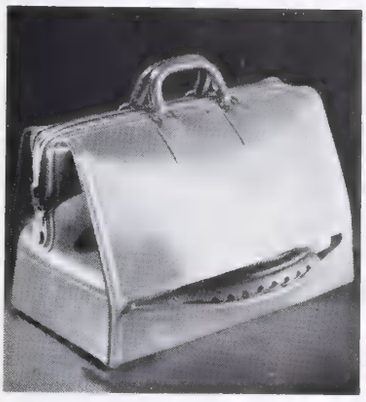
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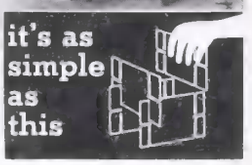


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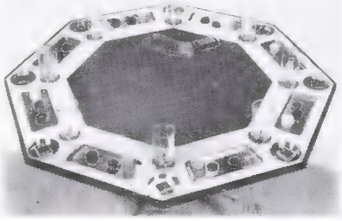
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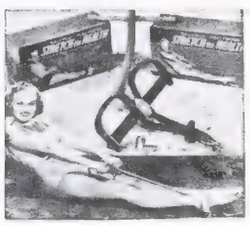
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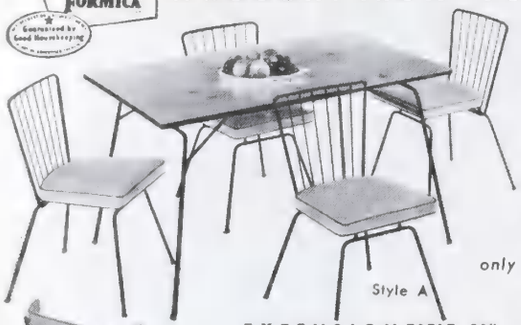
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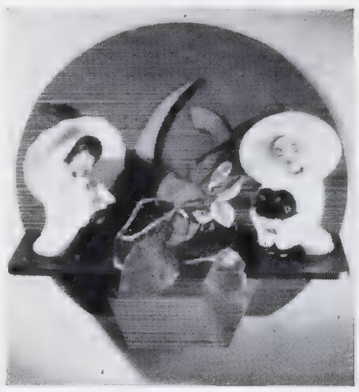
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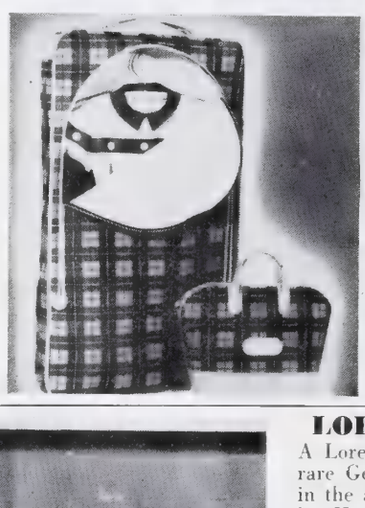
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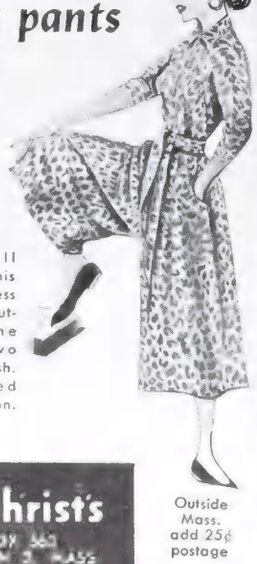
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Leisure Life Hit Fashion

Leopard print party pants

$8.95



Be the hostess with the "mostest"

Cut with full culotte skirt, this one-piece hostess and lounging outfit zips to the neckline. Two pockets, self sash. Fine brushed washable cotton. Sizes 10 to 18.

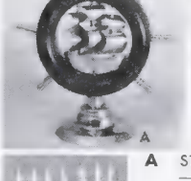
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BOSTON 2, MASS.

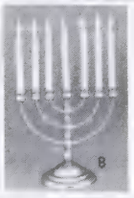
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Every gift an impressive example of fine Dutch craftsmanship. Perfect in every detail and they're superb values ideal for your home and gift list.



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B POLISHED BRASS ARM CANDLESTICK—Stands 3" high. Comes neatly boxed with 7 candles. Give to someone in the spirit of the Christmas season. **$2.29** ppd.



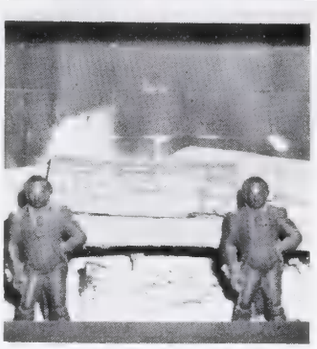
C WOOD PIN CUSHION SHOES—Mounted on wood board and hand painted. Hangs or stands. One shoe has thimble. **$1.98** ppd.

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Big! 28x16x21" high. Well made! Out-of-the-ordin
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pretty **petal pink.** Mirror is extra thick, safe.
wood, gracefully tapered—can be screwed on
Shipped same day. Money back guarantee. $13
Imported Hard Wood Bench. 11½" high, lacq
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In the excellent taste and exacting quality of workmanship to which Pine Tree's clients are accustomed...in the beauty of line and coloring Faraday (famed hooked rug designer) gave to this finest of her early American rug interpretations.



100% wool has traditionally been recognized as the most suitable fiber for hooked rugs due to its wearing and soil-resisting qualities. And these fine imports have a rich depth of real wool loops.

2' x 4'.....$18.75 Postpaid
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One Pattern as illustrated:
Antique Black border and medallion; beige between border and medallion; millefleur arrangement and coloring.

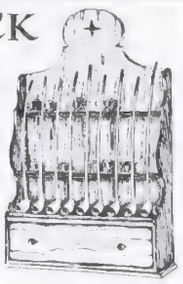
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A Christmas gift papa will cheer! Holds 16 of his favorite regulars and is supplied with clay church-warden pipes for decorative accent. 27½" high - 17" wide



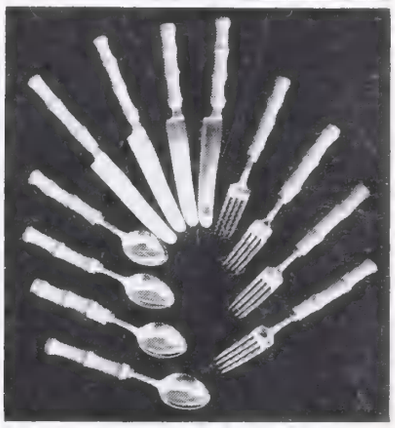
Handcrafted of Antiqued Knotty Pine

$32.50 *Express Charges Collect*
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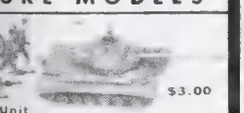
Send 25¢ for Booklet "Country House Reproductions" and interesting hints on Early American Furnishing. When on Long Island visit the home of America's First Pine Furniture.

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Long Island's Unusual Shop of Country House Furnishings
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BAMBEAUTIES For indoor or patio dining, what could be smarter than stainless steel flatware with bamboo handles? Actually, the handles are Wangee root, which is the root-stock of Moso, Madake, and Nachiku bamboo. It won't splinter or crack. 12-piece service for four (knives, forks and spoons) is wonderfully priced at $13 postpaid. No COD's, please. Money back if not delighted. Calhawaii, Room 3012, 1055-57 Lincoln, Pasadena 3, California.

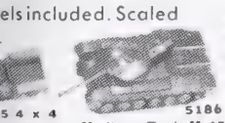
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The advanced new Holiday Saladmaker helps prepare foods in hundreds of appetizing ways, adding new zest and variety to every meal. Cuts, peels, slices, shreds, chops, grates and shoestrings—all amazingly fast and easy. Saves hours. It's a wonderful aid in canning, cooking, baking, making salads. Comes with three instantly interchangeable tempered steel cones.

3 cones, with stand, ppd. **$17.95**

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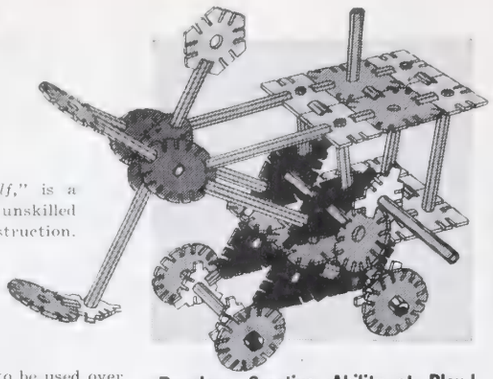
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"See what I made *all by myself*," is a familiar childish boast as small unskilled hands work with RIG-A-JIG construction.



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Will last for years. Durable, washable plastic pieces (7 bright colors, 7 basic shapes) go together easily . . . hold firm . . . are taken apart quickly to be used over and over again building hundreds of different objects . . . dolls, animals, characters.

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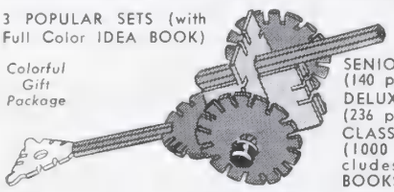
Even very young children can create *their own* designs, build *their own* toys with rolling wheels and mechanical action . . . linking tubes and circles, triangles and other geometric forms.

EVERY HOME SHOULD HAVE A RIG-A-JIG SET!

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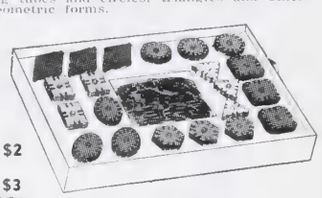
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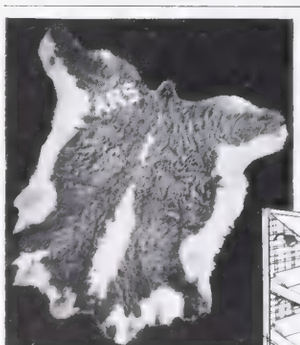
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Young Bronco Busters everywhere will get a "Big Kick" from this handsome Cowboy Lamp. You'll find it is a delightful conversation piece in Modern or Ranch Type Houses! Sturdy Hydrocal cast boot comes in Tan with Red upper and White Plumes; Tan shade is decorated with brightly colored Bucking Bronco and Rider. Also available in Black boot with Red Upper and Red UNDECORATED shade. Lamp is 17" overall, 12" drum shade.

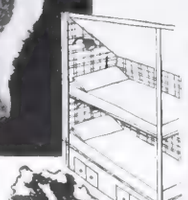
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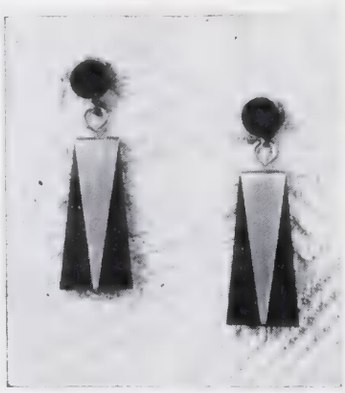
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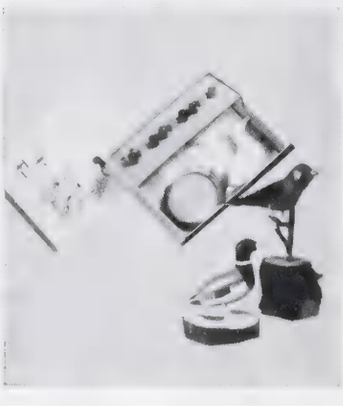
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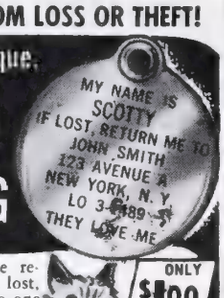
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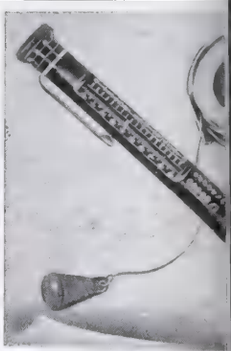


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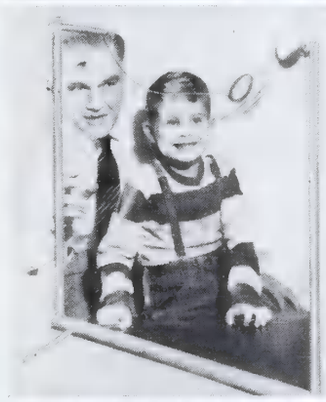
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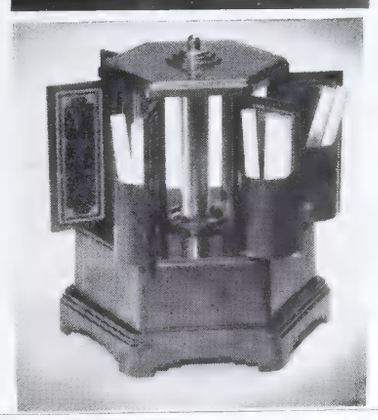
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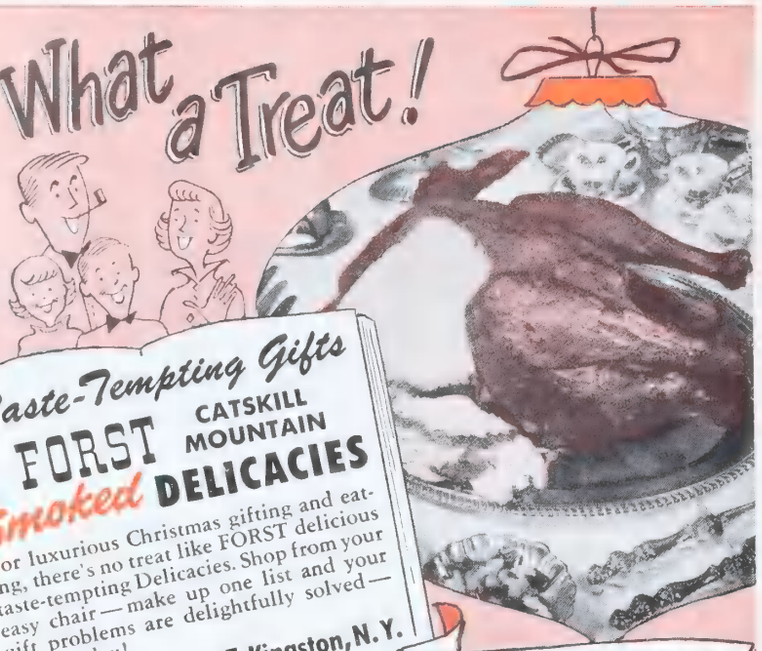
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Read at left about the exclusive "Delicacy of the Season" Club . . . a year-'round reminder of your thoughtfulness!

FORST "Delicacy of the Season" Club

THE GIFT THAT SAYS "MERRY CHRISTMAS" THE YEAR 'ROUND

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4TH OF JULY



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NOTICE: Special Quantity Discounts for Orders of 25 or More. Write for Details.

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(10 to 16) lbs. at $1.50 lb. $_____

..... Smoked Turkey in cans, 4 of ea.

..... (12—½ lb. cans) at $16.00 $_____

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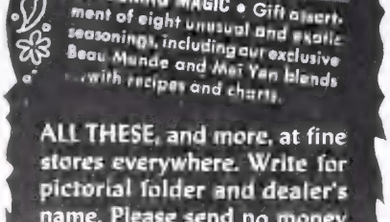
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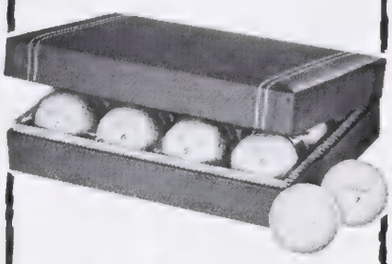


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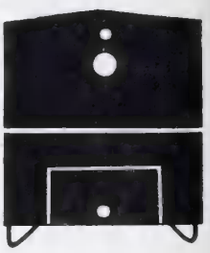
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By Julie Polshek

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Hang this rack over a door and presto, you've closet facilities for guests' wraps or a week-end visitor. Ideal also for entry-hall use on wet days, for bathroom laundry, as an ironing adjunct, for clothes stored in the attic. Beacon Folding Guest Rack supports considerable weight, accommodates numerous garments, and furnishes a 20″ x 9″ shelf. Holders, felt-lined, fit doors up to 1¼″ thick. $3, from Altman's, New York 16.

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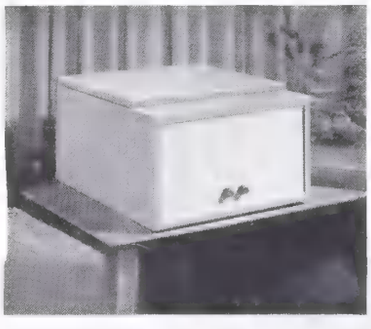
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By Charlotte Conway



Have you how and pleasa cook at tab fet? If so, to add to ment the W cooker an fryer. Go and at the same time efficient, its tapered shape lets you only 3 lbs. of fat, but accommodates 6 qts. of food. Aut control has a temperature range from 150 to 425 degrees chart for selected popular foods, right on cooker. Use lo tures for puddings, Hollandaise sauce, high ones for Fre



Do all your guests ever turn up at a party on time? And do you have trouble keeping food warm till they arrive? The new Hot-ray-Epicure is the perfect solution, for it keeps hot casserole dishes, coffee, and all the rest, good and hot until you ar them. Tray measures 15" x 20", is made of radiant glass minum frame with black plastic handles. Tray is safe fine table linen and on any wood table surface, with Thermostatic control assures the even temperature

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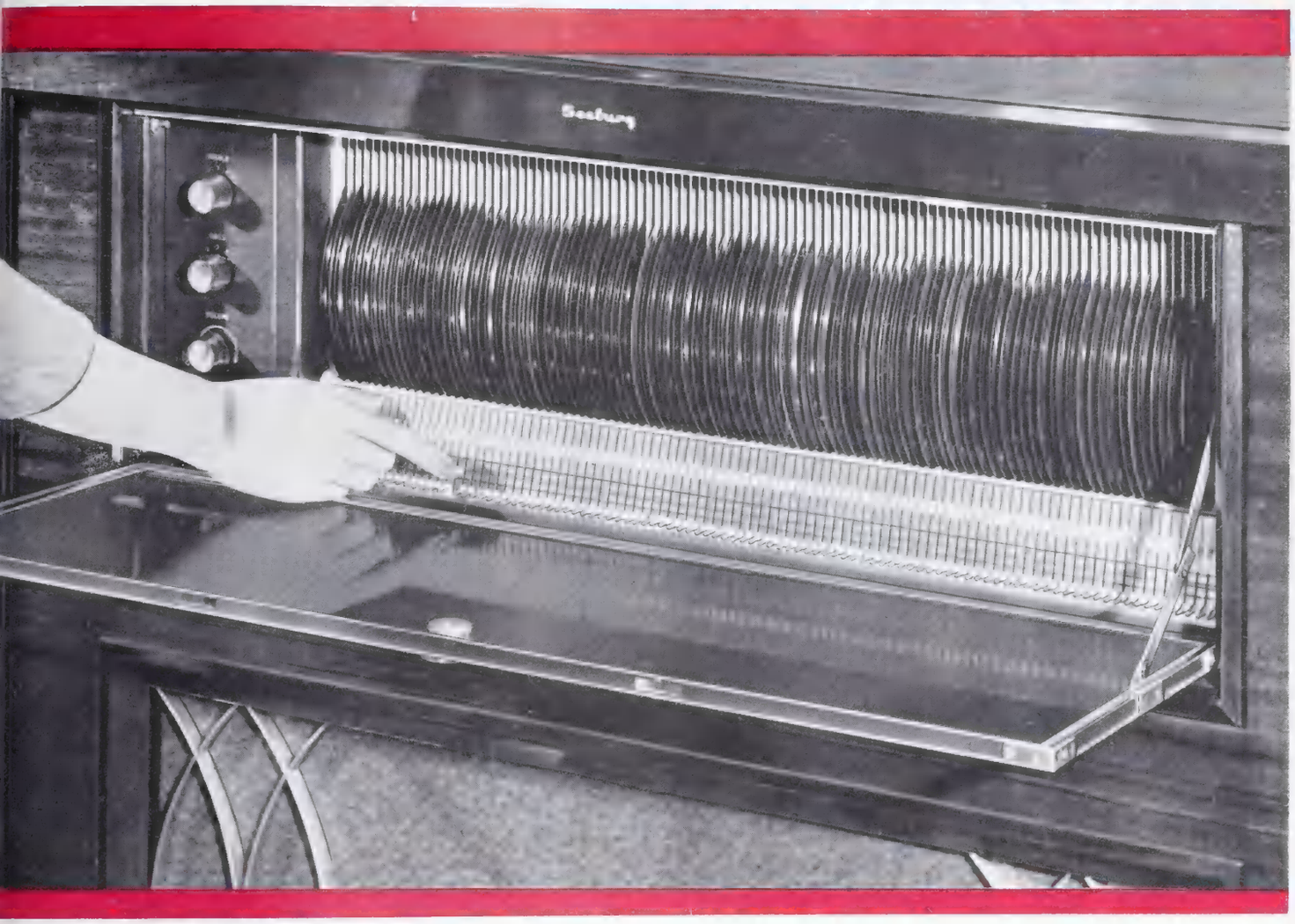
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A descriptive book and the name of your Seeburg Select-O-Matic "200" dealer will be sent on request.



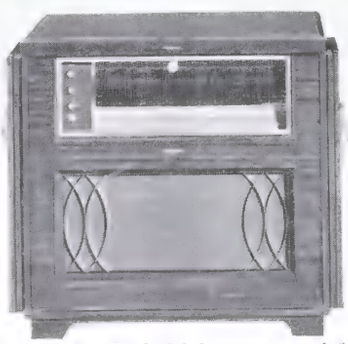
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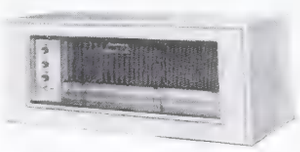
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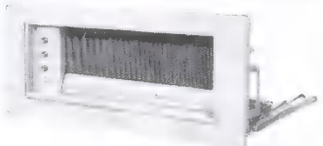
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The Library Unit. *For playing through TV, radio or other amplification system. High fidelity pre-amplifier. Spring tension magnetic pickup with genuine diamond styluses.*



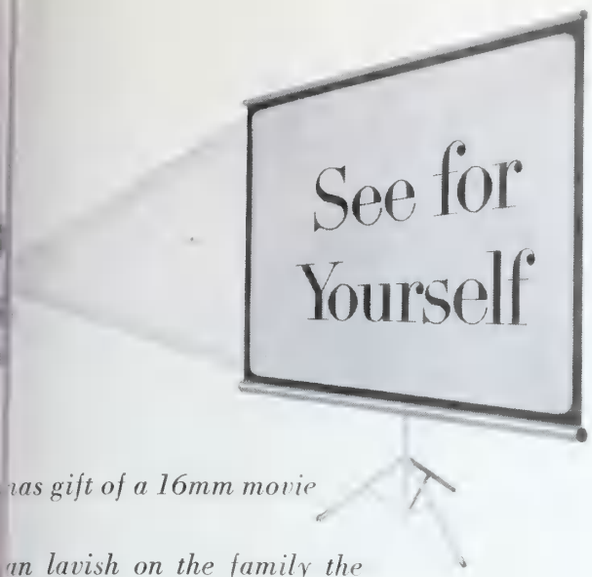
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By Cecile Starr

agical Christmas, one family can share and out the year as often as it likes. Give your mm sound projector, world into your own

umber of companies a variety of these motion picture pro- at home, in schools . Some of the manu- so make slide pro- recorders, phono- ell as a great variety icture cameras and ents. Each of them illustrated folders on ound projectors, or er audio-visual equip- about. Here are their addresses with some zes and prices:

poration, 2835 North nue, Chicago 18, Ill.: ht (29 lbs.) Stylist out $400; its Premier s about $550. Ampro's und recording pro- hich you can record d your own sound round $950.

well Company, 7100 Road, Chicago 45, Ill.: lmosound 285-C costs Their three magnetic jectors sell at around nd $835.

poration, 1111 Armi- , Chicago 14, Ill.: " weighs 32½ lbs., 435. "15" Model with ier and speaker sells).

Eastman Kodak Company, 343 State St., Rochester 4, N. Y.: Kodascope Pageant (32½ lbs.) about $400. A multi-speaker unit may be added for about $95.

Forway Corporation, 245 West 45 Street, New York 19, N. Y.: Model 10-B, about $425. Model 10-A (with smaller speaker), about $395.

Movie-Mite Corporation, 1116 Truman Road, Kansas City 6, Missouri: Model 63LM weighs 29 lbs. and costs about $275.

Radio Corporation of America, Visual Products Division, Camden 2, N. J.: 400 Senior (62 lbs.) costs about $560; 400 junior (33½ lbs.) about $475. RCA's Engineering Products Division has a magnetic recording projector with which you can make and play your own sound tracks for about $850.

Revere Animatograph Corporation, Davenport, Iowa: Escort 60-10 (56 lbs.) costs about $455. Sovereign 60-25, a heavier version of Escort, costs about $540. Victor Lite-Weight (37½ lbs.) is about $395. Victor has also a one-piece Magnesound Recording Attachment to convert its regular projectors for magnetic recording and playback.

Paillard Products, Inc., 100 Sixth Avenue, New York 13, N. Y.: The Bolex Stereo System, for three-dimensional movies that you take yourself, includes the taking and projecting lenses, screen, and two pairs of polaroid glasses, about $395. All the above with the Bolex H-16 DeLuxe Camera lists at around

(*Please turn the page*)

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Beverage Server, $200 Sugar Bowl, $75 Creamer, $50

Also in Contour: Candleholders, $35 the pair, graceful Salts and Peppers, $50 the pair, including Federal Tax.



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GERBER *Legendary* BLADES



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SEE FOR YOURSELF

CONTINUED FROM PRECEDING PAGE

$715. You still must have a 16mm projector to attach the lens for 3-D projection.

Whether your 16mm projector is brand-new or not, brighten the season with these Christmas movies at home:

Christmas Carols (11 minutes). Some of the best loved carols, sung by the Bell Singers, are illustrated by animated drawings, attractively presented, in picture and sound. Produced by the National Film Board of Canada. Distributed by Sterling Films, 316 West 57th Street, New York 19, N. Y. Sale $85 in color, $35 in black-and-white.

Christmas Rhapsody (11 minutes). This is a sweet little story of the little fir that becomes a handsome Christmas tree, with a happy family gathered round singing carols. Produced and distributed by Encyclopaedia Britannica Films, Wilmette, Ill. Sale $30. Rental $2.50.

Early One Morning (10 minutes). An all-day Christmas celebration in Sweden begins before dawn and includes a great deal of singing and family ritual. Produced by AB Europa Film in Stoc tributed by Scandia West 42nd Street, Ne N. Y. Sale $25.

Merry Christmas (1 The Vienna Boys Choi ber of Christmas carol camera. Sterling Film 57th Street, New Yor Sale $35.

Silent Night: Sto Christmas Carol (13 This is a biography of carol, filmed for the the Austrian village lyrics were written. Co Coronet Building. Chi Sale $125 in color. $62. and-white.

NOTE: Readers who w have the names and a near-by dealers who se 16mm sound projectors their inquiries to Home partment, HOUSE BEA Madison Avenue, New Y

These same dealers many 16mm films for rental, and will be abl others that you may r



OPERA ON YOUR CHRISTMAS LIST

CONTINUED FROM PAGE 6

h they ought to add of the work, often get f the music. The ordi- performance (not the one) is apt to indulge nors which blunt some points of the music. kill and fleeting chords hich in an opera house by applause or are ecause some distract- usiness is meanwhile ow become apparent. tly listened to a new *Pagliacci* and *Cav- ana*, two operas which eart. Yet I discovered ere something new in et right now that you noticed the orchestra or sobs through "Vesti Yet the little postlude nd beautiful.

list of recommended opera recordings. This en divided into two popular operas; and exceptionally interest- f unfamiliar operas.

li. A new recording by an all-star cast. Very very good singing, but s conducting.

Seville, Rossini. A ng with the new and fine singer, Victoria eles. Serafin conducts.

e, Puccini. The RCA ling conducted by Tos- ell, conducted by Tos- London version with lso worth considering, Tebaldi.

Bizet. One with an all- Risé Stevens, Peerce, th Reiner conducting) Victor. An extremely *Carmen* authentic in has been made by the que in Paris. Columbia.

Rusticana, Mascagni. lumbia recording with Harshaw and the RCA on with Milanov and are excellent. Your o which singers you

rmaus, Johann Strauss. ce in true three-quar- the Vienna Philhar- Clemens Kraus. Lon-

da, Ponchielli. With a onal dramatic soprano ng to the Met this sea- Callas. Cetra.

nd Gretel, Humper- dinck. The perennial Christmas opera. The Columbia recording—not new but still very entertaining. A Metropolitan Opera production.

Madama Butterfly, Puccini. The one good recording is by London, again with Tebaldi.

The Marriage of Figaro, Mozart. There is a famous old Glyndebourne performance which shows its age in sound but still possesses enormous artistry. Conducted by Fritz Busch, who was one of the great Mozart conductors. RCA Victor. A newer recording, done in Vienna under Karajan by Columbia, is better in sound.

Die Meistersinger, Wagner. A recording made at Bayreuth by Columbia is the latest and best version of this gigantic opera. It takes five LPs.

Pagliacci, Leoncavallo. Like *Cavalleria*, the choice lies between the Columbia recording with Tucker and the RCA Victor recording with Bjoerling.

Rigoletto, Verdi. RCA Victor recording with Warren, Peerce, and Erna Berger.

Tosca, Puccini. London with Tebaldi.

La Traviata, Verdi. Toscanini conducts it for Victor. To me this is the only version.

Tristan and Isolde, Wagner. New recording made by H.M.V., Furtwängler conducting, with Flagstad as Isolde. Flagstad is magnificent.

Il Trovatore, Verdi. Great sound in the RCA Victor recording with Milanov, Bjoerling, and Warren.

Unusual Recordings

Amahl and the Night Visitors, Menotti. The charming Christmas work recorded with the original TV cast. RCA Victor.

L'Amore dei Tre Re, Montemezzi. A good radio performance recorded in Italy by Cetra.

Boris Godounoff, Moussorgsky. An overwhelming interpretation by Boris Christoff. H.M.V.

The Consul, Menotti. The stage success is remarkably effective and moving on records, also, Decca.

Così fan tutte, Mozart. A Columbia-Metropolitan Opera production. Recent, fresh, lighthearted, and in English.

Elektra, Richard Strauss. A Florence Festival performance conducted by Mitropoulos. Cetra.

Pelléas et Mélisande, Debussy. This is a beautiful performance by Ansermet with Suzanne Danco. London.



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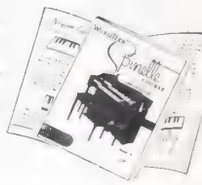
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PHOTOGRAPH BY FRITZ HENLE

Charm of Virgin Islands' architecture is its curious blend of French, Dutch, Danish, Latin, and American. Frederiksted fort, St. Croix, is clean-cut Danish with Latin inflections.

How to leave home and like it

By Louisa M. Comstock

Whatever the name under which you find it advertised—the Casual Cruise, the Vagabond Cruise, the cargo-passenger, cargo-liner, or, in so many words, the freighter cruise—it amounts to the same thing. It's a voyage on which you share the ship with cargo, and are actually second to it in importance. Do not, however, let this mislead you. Most modern ships in this class carry but a handful of passengers, but these they put up in style, in outside cabins, usually with private baths, often with air conditioning. They offer unique advantages to any who like a casual do-and-dress-as-you-please atmosphere and abjure crowds. In most cases they are less expensive than the same trip on an all-passenger ship. But, most of all, they have this in common with the rough-and-ready freighter cruise of yore: they furnish what is one of the few opportunities you and I will ever have for high adventure at sea, always the possibility of at least one unscheduled, out-of-the-way port, always the chance that you may get at least one more glorious day of cruising than was scheduled. Look into these:

The Grace Line: To the West Coast of South America from New York via Panama; also from San Francisco via Mexico. (*Please turn to page* 214)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, hotels.



nouth Belvedere Sport Coupe, shown at Pebble Beach Golf Course, Pebble Beach, California.

The deep satisfaction that is a part of the everyday life of Plymouth owners results from a unique engineering concept. concept that blends beauty with safety, combines elegance with economy, permits no compromise with mechanical excellence. No other low-price car has such a heritage, nor offers as great a measure of value.

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WEDGWOOD

A LIVING TRADITION



PHOTOGRAPH BY FRED LYON

Some rooms are so colorful or so elegant in themselves that little added decoration is needed to make them sparkle with Christmas. Sparsely frosted evergreens, a few gold balls, and candlelight are seasonal symbols that merely accentuate the rich quality of this antique-gilt and white dining room by Taylor/Mihailoff.

It isn't sorcery, the enchantment that turns the everyday house into a glittering Christmas pavilion. And it isn't a wealth of dazzling gewgaws. It is good decoration, and it depends on the same principles of design, the same selective taste as you apply to your home at any other time of year. You'll have a holiday house they'll always remember if you keep it simple. Decide upon one motif, then carry it throughout from front door to tree to dining table. Use two or three colors—no more. Avoid the clutter of picayune pieces. Instead, invest your efforts in a few magnificent high spots, bold enough to command the eye.



's more beautiful you create it ourself

It is true, although modesty may keep you from admitting it, that anything you create with your own hands and head has a certain quality that is beautiful to you. It may not always be as perfect as you would wish, but the fact that you achieved it, knew it intimately from start to finish and, as they say, put yourself into it, gives it a soul-satisfying distinction that nothing else can have.

This is one of the joys of creativity. And you can experience it as vividly as any "serious" artist when you make your own Christmas trimmings. You can go the solitary artist one better by letting your family work with you so that you can all share in common the heady excitement of bringing ideas to fruition with your own hands.

Your medium can be anything you want it to be—paper, metal, reed, foil, fruit, ribbon, *ad infinitum*. You may find it by looking for ideas in anything and everything you see—from a window screen to a patch of wild grasses, from a bread basket to an old earring. Indeed, you may even create without actually "making" anything. A punch bowl may suddenly suggest a wonderful place to pile the holly; your house plants might inspire a new kind of Christmas greenery; you might pattern a room with interesting shadows merely by moving a lamp. For the greatest joy of all is to improvise, to make much of little through your own ingenuity. You'll see what we mean as you read these eight pages.



Start with something you have

Costume jewelry, bits and pieces of metallic lace, sequins off an old dress—these were the inspirations that started Mrs. Myrna Y. Lemery making the sumptuous, jewel-encrusted glitter opposite. They are Max Eckardt Christmas balls, glamorously wrapped in lengths of sequins and gilt braid (from a dressmaker-supply shop) and studded with dime-store gems (nip off metal parts with a wire cutter). They're given a sprinkle of crystal flitter (from a paint shop). And all is made to adhere with Duco cement or Sobo glue (from the stationer's). You need scissors; tweezers and a sharp-pointed, fingernail knife come in handy. White ornaments are eggs, punctured at each end, gently blown out, dried, then embellished. Braids, sequins by Franken.

BY ANGELO PINTO

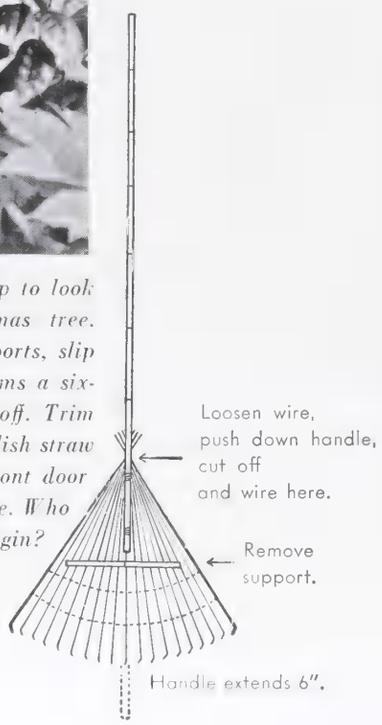
Start with something you have

Look for decorative potentials in things you already own. You may combine them, trim them, give them new textures. Here's how reed, raffia, straw, and rope can turn mundane household objects into distinguished ornaments

By Ellen Sheridan

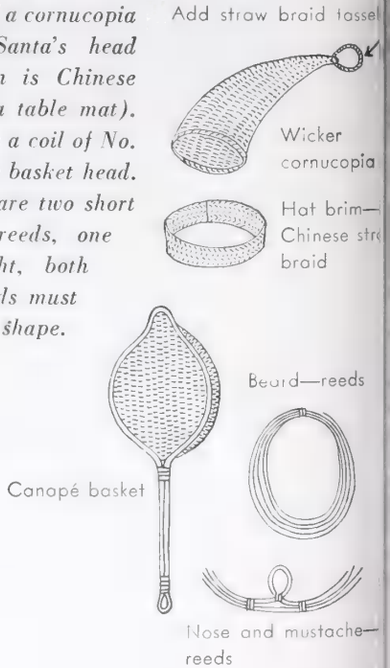


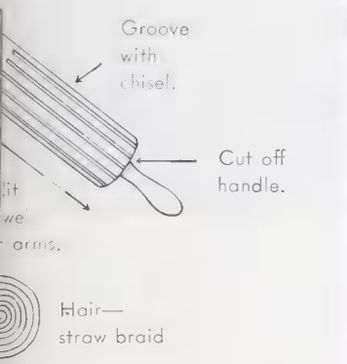
A bamboo rake, if you stop to look at it, suggests a Christmas tree. Remove its horizontal supports, slip the handle down till it forms a six-inch "trunk," then cut it off. Trim top and bottom with a Swedish straw star, and hang it on the front door among a galaxy of the same. Who would ever guess its origin?





A canapé basket and a cornucopia are, respectively, Santa's head and cap. Cap brim is Chinese straw braid (from a table mat). Magnificent beard is a coil of No. 6 reeds, wired to the basket head. Mustache and nose are two short stacks of No. 9 reeds, one looped, one straight, both wired together. Reeds must be wet, worked into shape.

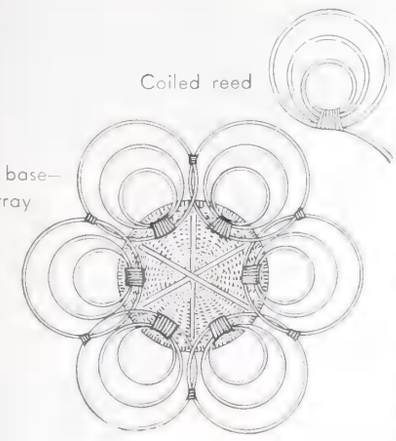




maple rolling pin, hotel size, such an angel! One handle her head, with a glued-on ignon of table-mat straw aid. Dowel is removed, sawed two to make her arms, then tached to the body with slen- r brads. Wings evolve from raw-hat braid stitched to a ng-shape piece of cardboard d glued to the body with Wil- ld glue or Duco cement. If u can handle a chisel, score e wood into folds.



PHOTOGRAPH BY GEORGE DE GENNARO



DRAWINGS BY FRED ENG

A scalloped basket tray, just as it came from the store, formed mat for this luscious wreath of lady apples, lemons, grapes, gilded stars. Fruits were wired on florist's picks, then jabbed into tray. You can wire a collar of coiled reeds to any firm mat and get same result. You buy reeds by the bundle in varying thicknesses at crafts shops.

THREE PHOTOGRAPHS BY MAYNARD PARKER



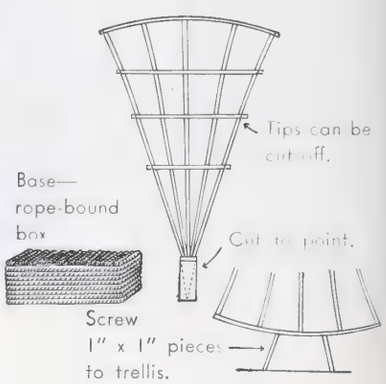


The more you look for decorative ideas, the more you see. The Twelfth Night king in this mantel arrangement was suggested by a sculptured wood head. A gold foil crown makes it seasonal. Double wreath is simply No. 6 reeds wound in circle, bound with reeds, and given holiday color with succulent house plant leaves.

Start with something you have

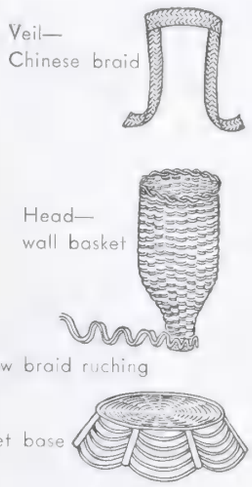
TWO PHOTOGRAPHS BY MAYNARD PARKER





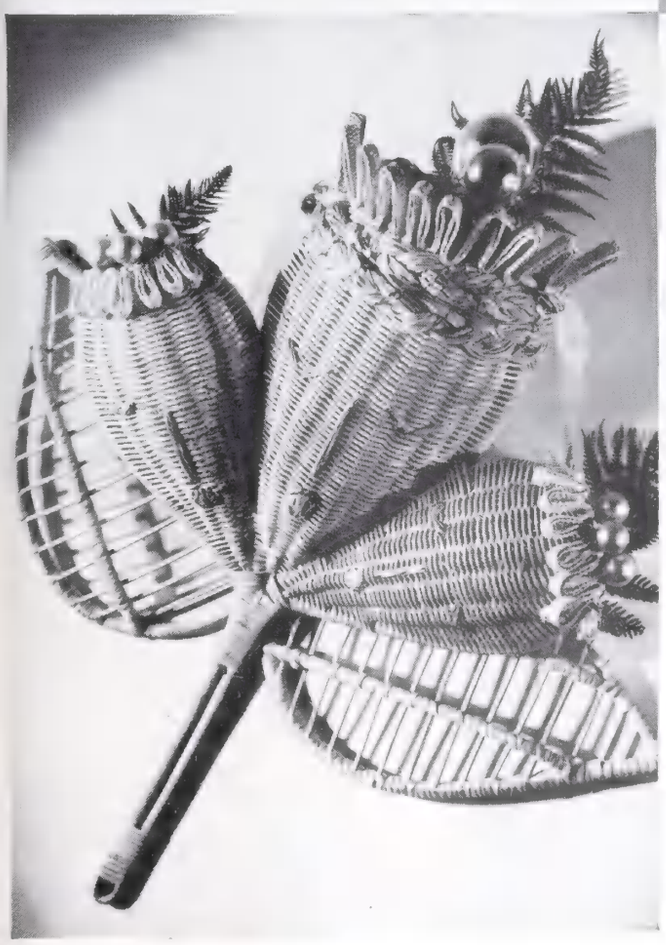
An inverted trellis is a natural for an outside tree. Rearrange cross slats of the trellis to even the spaces between them. (Slats are easy to pry off and tack back on.) Graduate the Christmas balls in size as trellis narrows. Legs are 1" x 1" wood pieces, screwed to trellis, then to base—a wood box stylishly wrapped in rope.

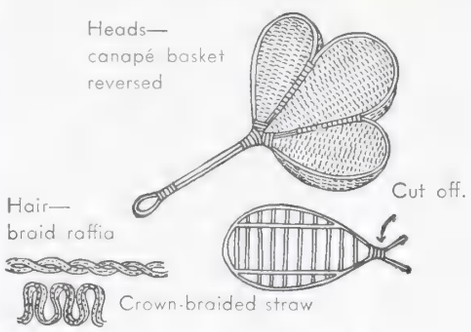




This serene, star-crowned madonna is a hanging wall basket head wired to an inverted bread basket base. Her collar is a ruching of Italian straw braid from a table mat, her veil a three-inch strip of heavier textured Chinese matting. Eyes and mouth are bits of reed, glued on. Gilt stars are airily spiked on slim reeds. Imagine the inspirational riches you'd find in a basket shop!

TWO PHOTOGRAPHS BY BILL ALPIN





Angel-face trio derives from a three-section canapé basket turned upside down. Features are gilt cord and raffia, stitched through the wicker with a large needle. Leaf-shape trays become cherubim wings, wired to the long handle. The two chief standbys in putting all these ornaments together are thin wire and glue. Peeled rattan (from crafts shops) covers any obvious wire.



TWO PHOTOGRAPHS BY BI

Start with something you have

Scissors and paper may inspire the loveliest trimmings your house ever wore. Cutouts are time-honored tre trimmers, but kept simple and importantly scaled, they can even decorate the whole house from front door to fireplac



PHOTOGRAPH BY MAYNARD PARKER

Top

The most impressive paper ornaments are those that have been given depth and dimension, like this sculptural and stunning star-and-dart door trim. The molded look comes through folding. We show you how on page 182. Fine wire, run through darts and star tips, holds all parts together.

Left

Tree ornaments are made of one-inch paper strips, stapled together. Use heavy Neva-Clog stapling pliers. All ornaments are made of white, smooth-finish Strathmore two-ply paper, tough but easily bent. Get this at the stationer's or an art supply shop for about 45¢ a 23″ x 29″ sheet.

Right

Hung from the ceiling, a dimensional angel and a dangle of tree-trims deck this modern fireplace, then add the subtle pattern of gently moving shadows. All these ornaments are a sophisticated version of kindergarten cutouts, but their important scaled-up size belies their simplicity. They were designed by William Enking.

See how to make your own paper ornaments on page 182



THE ARTS OF GOOD LIVING

CREATIVE EMBROIDERY

Create golden glamour with needle and thread

Exquisite table linens, glinting with gold and silver, may look fabulous and unattainable in the shops, but such glamour is quite literally within your reach. Master a few easy, free-moving stitches, choose your glitter from the abundance of washable metallic threads and braids that are now so easy and inexpensive to buy, and create your own rich wardrobe of distinctive, special-occasion table linens. Opposite, see how a plain, ready-made place mat—perhaps one you already own—can be excitingly embellished by adding gold braid and a few squares of "detached buttonholing." Its motif was suggested by the embroidered wall hanging, but you might take your design cue from your china, wallpaper, silver pattern, or whatever interesting motif that pleases you.

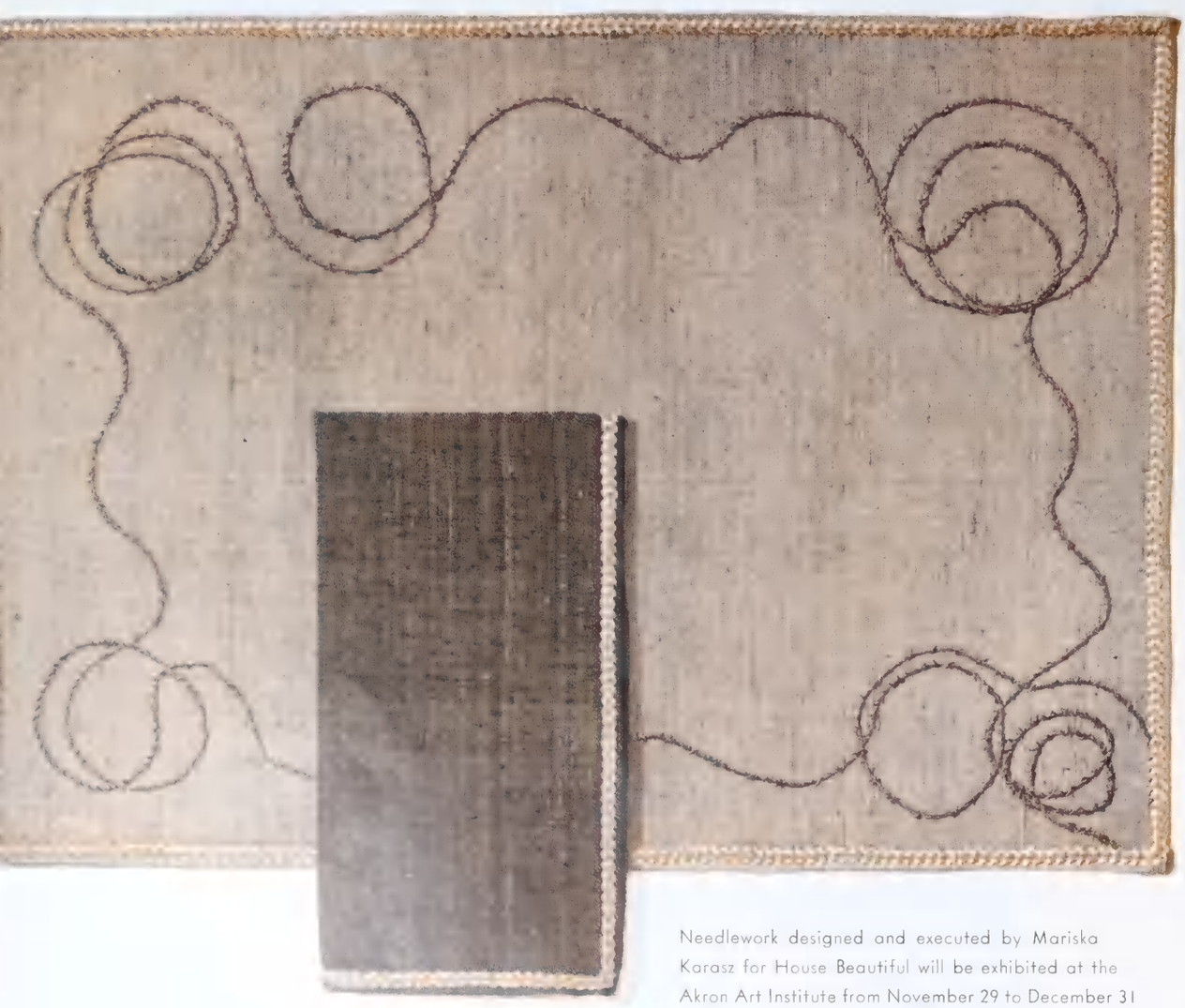
LESSON No.

By Mariska Ka

House Beautiful's
Guest Needlework Ed

- *Star Stitch*
- *Pekinese Stitch*
- *Crossed Couching S*
- *Detached Buttonhole*

Stitches explain on page 220



A mesh of Detached Bu Stitch enriches the textu "painting in needlework on a basket-weave fabric. are traced in couched g Banana fiber place-mat same stitch, outlines squa couched-down gilt brai mat, courtesy of Georg

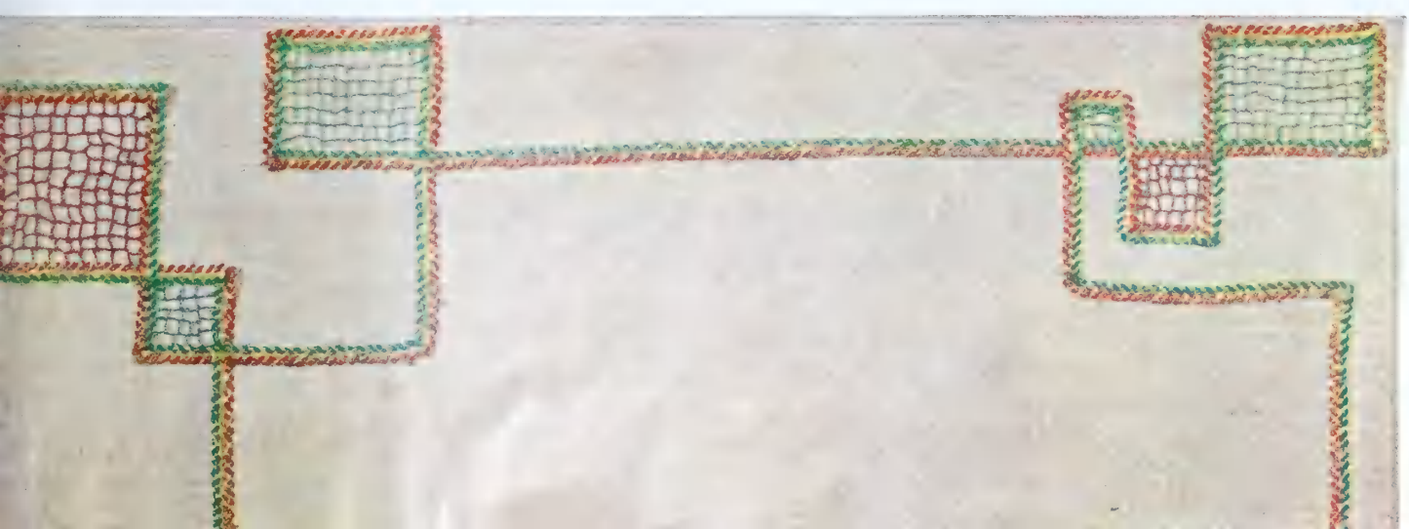
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Thaibok silk tweed mat a kin are hemmed on rig the hem masked with gold braid. Meandering gold-flecked straw-twist, to fall in free "pools," in place with a fine co

Needlework designed and executed by Mariska Karasz for House Beautiful will be exhibited at the Akron Art Institute from November 29 to December 31



WALL HANGING BY MARISKA KARASZ. COURTESY OF BERTHA SCHAEFER GALLERY





One big baking spree in a two-oven kitchen makes your g



PHOTOGRAPH BY GEORGE LAZARNICK

ıd stocks the holiday larder

Bake some to give and some to keep

By Poppy Cannon

Imagine making brioches from a mix, or a golden Creole King Cake topped with its Della Robbia wreath of marzipan. Usher in the Christmas season in the regal Scandinavian style with your own cardamom-seented Lucia Wreath. Serve with wine an almond-studded *Panettone di Natale*. Even make old-fashioned American new-baked bread from the hot roll mix you find at any grocery store. (Who wouldn't love a loaf?)

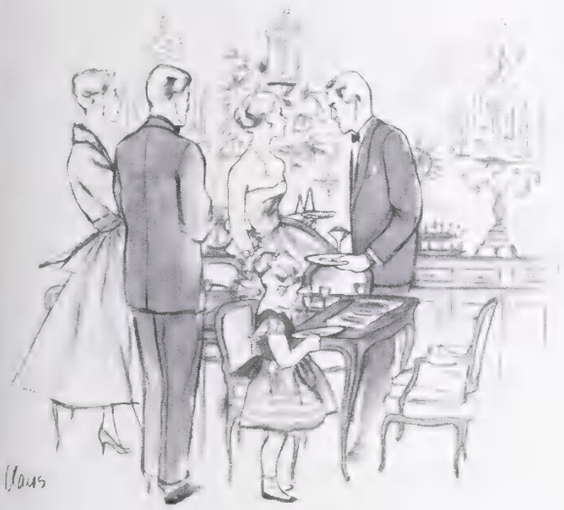
Imagine stirring up a dozen "monogrammed" fruit cakes for gifts (3 at a whack) in just about 15 minutes from package to oven, with a fruit cake mix that's infinitely versatile. Combine it with gingerbread mix and, in minutes, achieve a real Merrie England Plum Pudding. Stir it up with Devils Food mix to make Dark Secret Cup Cakes straight out of the heart of old Texas. Or use the same batter for Rock Candy Mountains, whose crystal peaks are whiskey-dipped.

For these new-old recipes, new methods, and new techniques, please turn to page 215.

Nostalgic Christmas bake-day in an air-conditioned kitchen modern as its copper finish Chambers electric range and ovens, as work-free as its Elkay stainless-steel sink. Congoleum-Nairn "VinylBest" floor tile. Birch cabinets by Curtis. Plywood walls and ceiling, "Novoply" panels, and Westinghouse Micarta counter top, U. S. Plywood Corp. Ventilator and hood, Stanthony Corp. Dinette set by Virtue Bros. Stools, Willow & Reed. *See more on page 138.*



Make Christmas dinner a sit-down buffet



By Poppy Cannon

This year, let the family serve themselves, then dine together traditionally around the congenial table

What, no footman? No butler? Not even a waitress on Christmas day? Yet, what with the family and a few closest friends, there will be 12, maybe 18—even 20 at Christmas dinner. Ordinarily you'd think of a buffet, but Christmas dinner should be served at a festive board with everybody comfortably seated at the table for a good long time, with plenty of elbow-room and opportunity to visit, not only to the right and left, but up and down and across the table.

There is a way to combine the convenience of buffet with the charm and comfort of the old-fashioned family table—a sit-down buffet. We have worked out a ten-point plan all in the great and festive tradition for a dinner which is about as work-less as any you could imagine and requires the minimum of last-minute attention. Each dish is planned so that it can wait obligingly for the tardiest relative. The menu stars the right regal Crown Roast of Pork (with a chestnut stuffing) pictured on the cover.

More than 125 years ago the great Brillat-Savarin wrote with considerable passion a Meditation on the importance of comfort while dining. The chairs, he said, should be generous without being loungy, the table should be of a proper height (if you're not sure, try it yourself). (*Please turn the page*)

For a memorably brilliant Christmas table, follow the rule of simplicity. Then the eye, unconfused, takes in and remembers all the beauty it sees. Only two colors, green and gold, create the festive setting opposite. Surprisingly, its greatest sparkle comes not from mere ornament but from the inherent glow and richness of the tableware itself. Spode bone china from Copeland & Thompson; damask mats, Irish Linen Guild; Imperial's "Etiquette" glass. Sterling flatware is Alvin's "French Scroll."

Make Christmas dinner a sit-down buffet *continued*

No one should be crowded. Remember the edicts of the old etiquette books—not less than 12 inches, not more than 18 inches, between settings.

Round tables encourage conversation. So do low centerpieces and candles well above eye level.

If your dining table won't stretch, improvise. Set sturdy plywood upon wooden or wrought-iron horses. Better still, use two or three bridge tables with the round folding tops that fasten into place. Push one against the other and set your centerpiece where the tables touch. If you are fresh out of matching banquet cloths, pastel percale or linen sheets will pinch-hit.

Ten points to remember:

1. Plan your *appetizers* and *cocktails* as an integral part of the meal and serve them in the living room.

2. *Soup*, if it is wanted, should be served in mugs or cups in the living room too—preferably from a tureen or chafing dish. (When the meal is rich, you should serve a light, clear broth.)

3. *Table settings* include napkins, silver, glasses filled with wine, water, or cider, salt, pepper, relishes, and bread and butter. Some people place the plates on the table, too. The effect is prettier that way. Others set a pile of heated plates on the buffet. Water, wine, or cider for refills may go on the table or on the buffet.

4. The *roast*, and all the carving accessories, go on the buffet, thus disposing of the old carver's question, "To stand or not to stand." Carving at the sideboard is wonderfully convenient.

5. Hot *vegetables* and *gravy* may be set on the buffet along with the roast, or on a separate table. In any case, they should be in chafing dishes or over candle-warmers so that they stay blazing hot. A hot table on rollers is perfect.

6. *Salad* is not usually served at a Christmas dinner. Generally relishes take its place. But if you have a salad, put it on the buffet and do provide separate salad plates, so that the hot gravy and the chilled salad need not quarrel.

7. Allow plenty of time for the main course. When you see that everyone is finished, *clear the table* in the quickest possible way, and never let more than one person get involved in the process.

8. *Dessert* is served at the table, for by this time everyone is so comfortable and happy, we hope, that no one wants to move! Bring on the coffee tray—large cups or demi-tasse. Set it in front of or on a rolling table beside the host or hostess.

9. Set the stage for the *grande finale*. Bring on the dessert plates, turn down the lights, set the pudding aflame in the kitchen or, if there's drama in your soul, do it at the table. And you need not wait for the flames to die down before you start serving. It is an old belief that fire on the plate brings luck. (Alcohol blazes at so low a temperature that it won't hurt your china.) Have several bowls of sauce for a large party, and pass them around the table.

10. *Sit long and lovingly* over your coffee, cigars, cigarettes, nuts, raisins, and Christmas confections. Later, still at the table, serve brandy, liqueurs or, in the true Victorian style, a fine old Madeira, port or Tokay wine.

Menu for a Sitdown Christmas Buffet

Because it avoids the clichés but reveres tradition, because it is dramatic without being unduly exotic, because you could do it all yourself, serenely and gracefully without recourse to hired assistance, and most of all, because everything goes so well together and tastes so very good, we suggest this menu.

Christmas Dinner

Smoked Shrimp or Frogs Legs, Salmon,
Sturgeon, Swordfish, or Trout
(bought or home-smoked, see page 141)
Chilled Aquavit or Vodka Cocktails
Crown Roast of Pork with Chestnut Dressing
Rosemary Gravy with Red Wine
Cranberry and Kumquat Relish
Pan-Roasted Sweet Potatoes
Old-fashioned Boiled Onions
Leaf Spinach or Southern Greens
(Kale, Collards, or Mustard Greens)
Assorted Relishes—Pascal Celery, Radishes,
Olives, Carrot sticks, Finocchio, Cauliflowerettes,
Endive Fingers

(*Continued on page* 195)



A gift that makes a better life—that's what your family can give itself this Christmas, just by changing the old pattern of your family-circle giving. Combine the funds you might have spent on the usual exchange of short-lived trinkets. Then invest, as a family, in one big, important something—something to bring daily delight to all of you, all year round. We make a few suggestions on the following eight pages



Give something beautiful

Join with each other in a mutual gift of one truly beautiful object—loveliness to delight your eyes and gladden your h beauty you can all share, day after day, in the life you live together

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



2



3



4

1. *An antique French tole lamp, a painted Venetian desk, and a French painted paper screen, courtesy Roslyn Rosier, Town & Country. Choice and therefore costly, these objects suggest the kind of investment in enduring daily beauty a family might unite to give itself.* **2.** *An antique French provincial dresser and an old Bristol lamp, courtesy Town & Country.* **3.** *A porcelain and ormolu urn transformed as a lampbase, an Empire table, and French Court chairs, courtesy of Sophi Mavro.* **4.** *A French provincial fruitwood table and a lamp base of old tole, courtesy of Lord & Taylor, New York.*

By Roy McMullen

This is an article about love. Not the gossamer-winged boy of lyric poetry, nor the great god Pan for whom Dr. Kinsey keeps score, but the love that rears families and builds houses—the mysterious, creative selflessness which fully adult people experience, on Christmas Day and on every day.

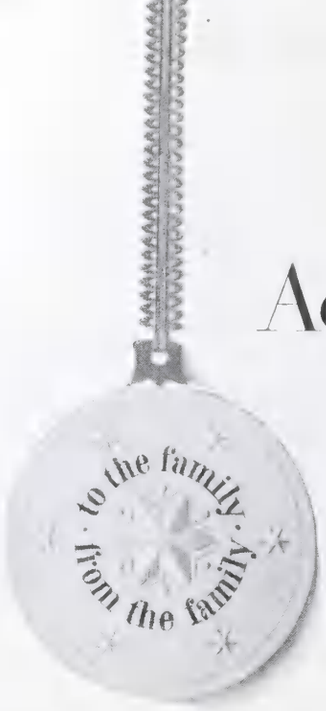
This is also a piece about beauty, about the harmonious volumes, graceful structures, and blooming skins of visible objects. I mean the formal sort of beauty which is hard to isolate and define, but which we usually recognize when we stop playing esthetic tug of war long enough to look around us.

Now domestic love doesn't need a sales talk, but I'm afraid domestic beauty does. And I am not thinking here merely of those modern architects who say bareness is the only true beauty, and whose houses sit around in our embarrassed suburbs like huge, glass-naked yogis—contemplating, one presumes, their mechanical navels. I am thinking also of the many sensible designers for whom "functional" is a more modish word than "beautiful," and all of us who are tempted to put "decoration" in the category of frills when we calculate the cost of a home.

Perhaps we have been oversold on the notion that loveliness is its own justification. It is, of course; the question, "What good is beauty?" can be dismissed as just bad grammar, since beauty is itself a good. Plato, however, doesn't open checkbooks, so let's be less refined. Why is beauty a good investment, a good Christmas gift, for homemakers? For lovers, that is, who are older than Romeo and Juliet?

Take a chair, philosophically speaking. Our utilitarian extremists assure us that all the designer has to worry about is an engineering problem, that if he figures out all the points of stress he will produce a machine for sitting which will be beautiful, presto, because it is efficient. And sometimes the result of this functional approach is in fact an amusing, eloquent piece of pure chairness.

But often it is not. Often the designer waves his slide rule at us in vain: we don't care if (*Please turn to page* 172)

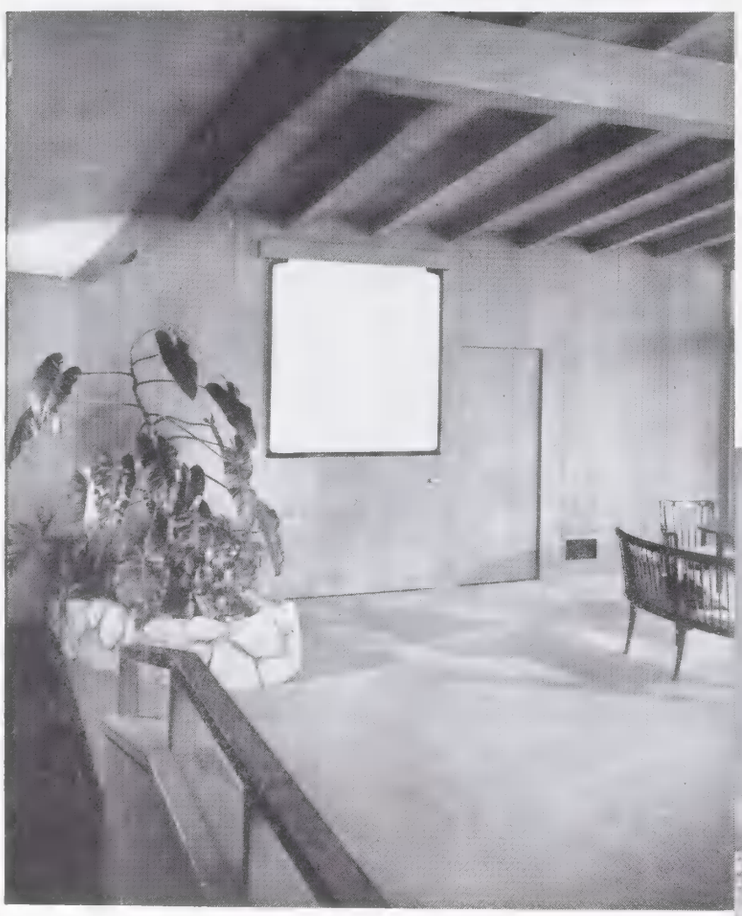


Add built-in picture projectio

Why not join forces as a family and provide ea permanent facilities for showing pictures at hom You will be investing in priceless experiences shared pleasure—the kind that make home center of things to every member of a hap family. By the same token you will open yo horizons to the whole world, to the wealth beauty and knowledge and entertainment that c come into your home through the miracle of fi

PHOTOGRAPHS BY MAYNARD PARKER

EDLA MUIR, ARCHI

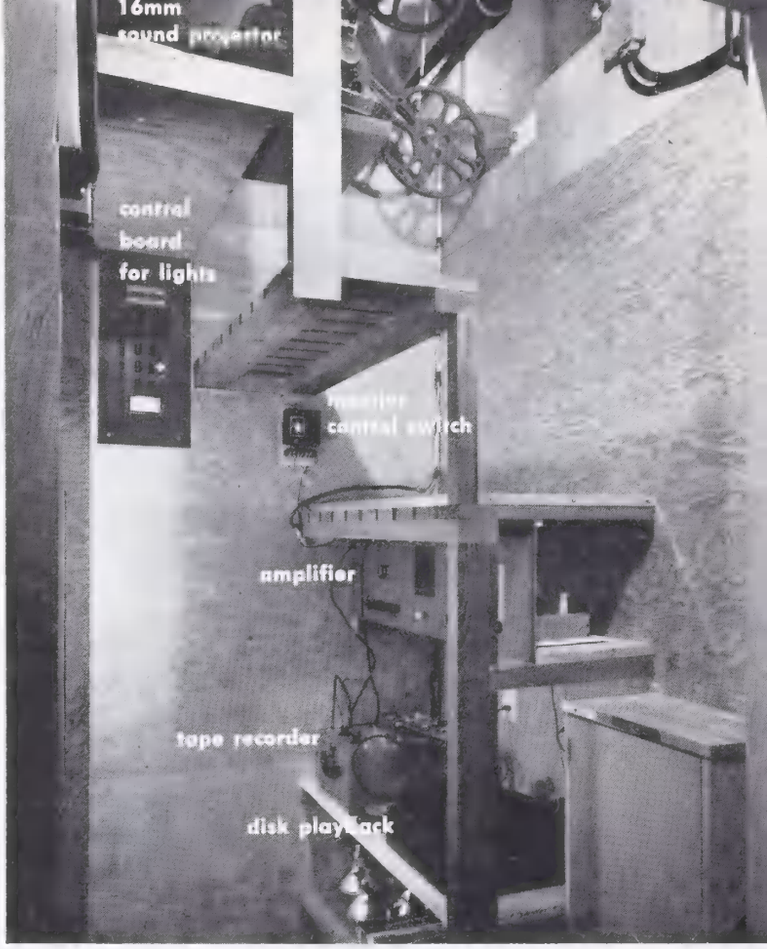




A wall-type projection screen that is always ready for picture-showing can cost as little as $12, as much as $95, depending on size. When not in use it can roll up under a valance (made at home or costing about $20 in wood and labor). Neat set-up in this house puts the 16mm movie projector in a closet behind the bookcase wall, right. Picture flashes through the unobtrusive opening to screen across the room, above. Record player, operated from living room, can furnish mood music.

o your home

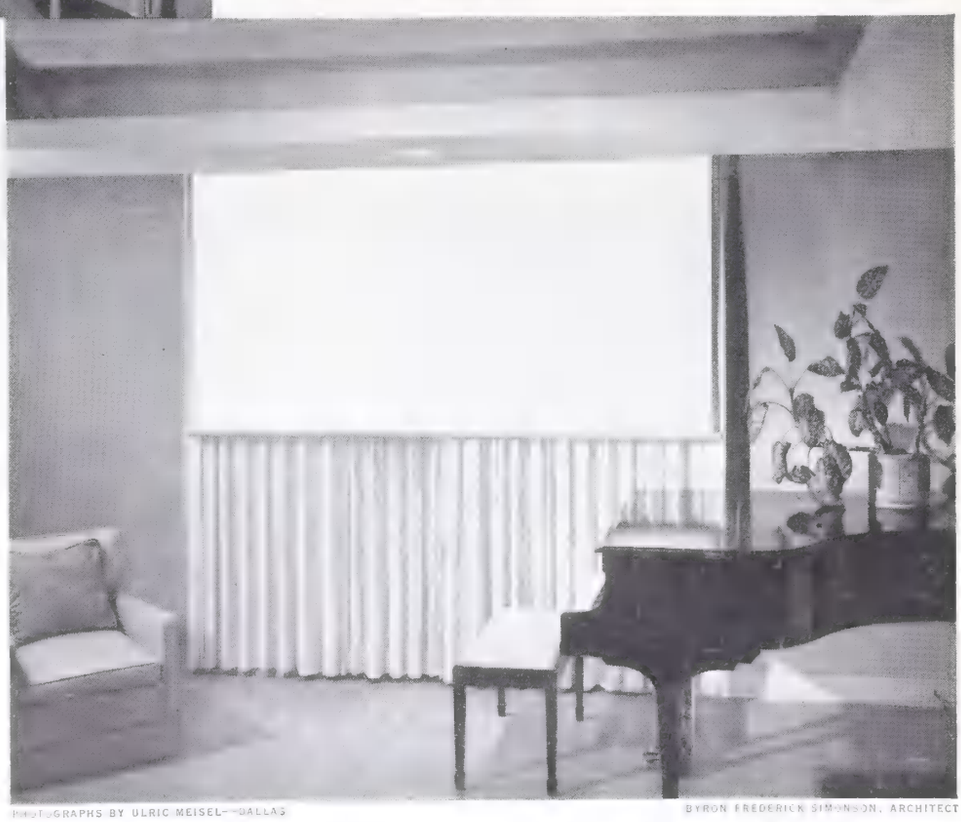




This looks professional, but it's a projection room in a linen closet. Ladder-like structure supports equipment and operator. Beside the 16mm sound movie projector, this family has a tape recorder and a disk playback. Switchboard regulates lighting of the living room outside (left and below). Two openings in wall are for projector and the operator. Cost of cutting such apertures and building a screen cornice (below) is about $75. To cut glare of an unenclosed projector you might cover holes with optic glass.

w much will it cost?

gives you a general idea:
showing movies, most usable pro-
or is 16mm width, for beside the
ies you make yourself you can also
professionally-made 16mm films
h you buy or rent on occasion.
t projectors cost from about $120
300. Sound projectors, from about
up to over $800. 16mm movie cam-
run from about $90 to over $600.
d more about projectors and 16mm
s on page 107.) 8mm movie projec-
can be about $65 to $200. 8mm
ie cameras, from $40 to $200.
or showing still picture slides, best
is 35mm width. Slide projectors
e from $50 to $200. 35mm cameras,
$100 to $400.



PHOTOGRAPHS BY ULRIC MEISEL—DALLAS

BYRON FREDERICK SIMONSON, ARCHITECT



An indoor-outdoor way of life



GIVE YOURSELVES MORE SPACE TO LIVE IN

HOME OF MR. AND MRS. FRED TREDWAY. JOHN MATTHIAS, ARCHITECT FOR REMODEL



DOUGLAS BAYLIS, LANDSCAPE ARCHITECT



If your house faces the street, as this one used to, and makes no use of its back yard, give it a new face—one that turns to the garden, creating a lovely, casual area for family outdoor living. $650 would provide a glass wall and glass doors. Add about $250 for the canvas-on-stanchion sunshade that invites lounging and controls sunheat. Square-foot cost of terrace is about 50¢ if old brick is laid dry in sand by owner; about $2 if laid by mason; about $1 for flagstone in sand; about $2 for flagstone in cement.

HOME OF MR. ALEX P. HIXON





INSTALL A PICTURE WINDOW

Bring a close-up outdoor picture into your daily lives, or open a wall to a soul-inviting view. $550 should do it ($850 if you live in a cold-winter region, need double glazed glass). You need a good "picture" to look upon. Create your own for $100 (details on page 69, July). A big tree is an ideal starter. But you can still do wonders with an area as tiny as 10′ by 20′.

ALL PHOTOGRAPHS BY MAYNARD PARKER



ADD A "ROOFLESS ROOM"

HOME OF MRS. BETH ARMSTRONG



n up a wall and give yourselves a sunnier room a terrace in the sun. Costs about $135 to cut ough and finish a door. See terrace costs opposite. ou lay the terrace brick yourselves, start with a bed of dry sand. Lay bricks dry (no mortar) tight together. Make your floor all one level if sible: steps can be a nuisance, cutting down both your usable and apparent space.

AN UP-TO-DATE, AIR-CONDITIONE

By John Hill



You may not realize it, but the whol business of cooking and serving meal and keeping house has changed com pletely since sixty per cent of our house were built. So it may very well be that an ou moded, inadequately sized kitchen is keeping yo and your family from the full enjoyment of goo modern living. You need space to take advantag of all the new appliances that contribute so muc to the better life.

Here is a plan for remodeling a typical crampe little kitchen into a spacious, air-conditione room, glowing with the richness of natural woo and copper, flooded in softly diffused skyligh The changes are made in contemporary spiri but by simple, straightforward handling, th addition is a youthful but integral part of a old house.

By opening up the house wall, the kitchen an back hall are extended out onto a terrace, creatin room for a really (*Please turn to page* 183

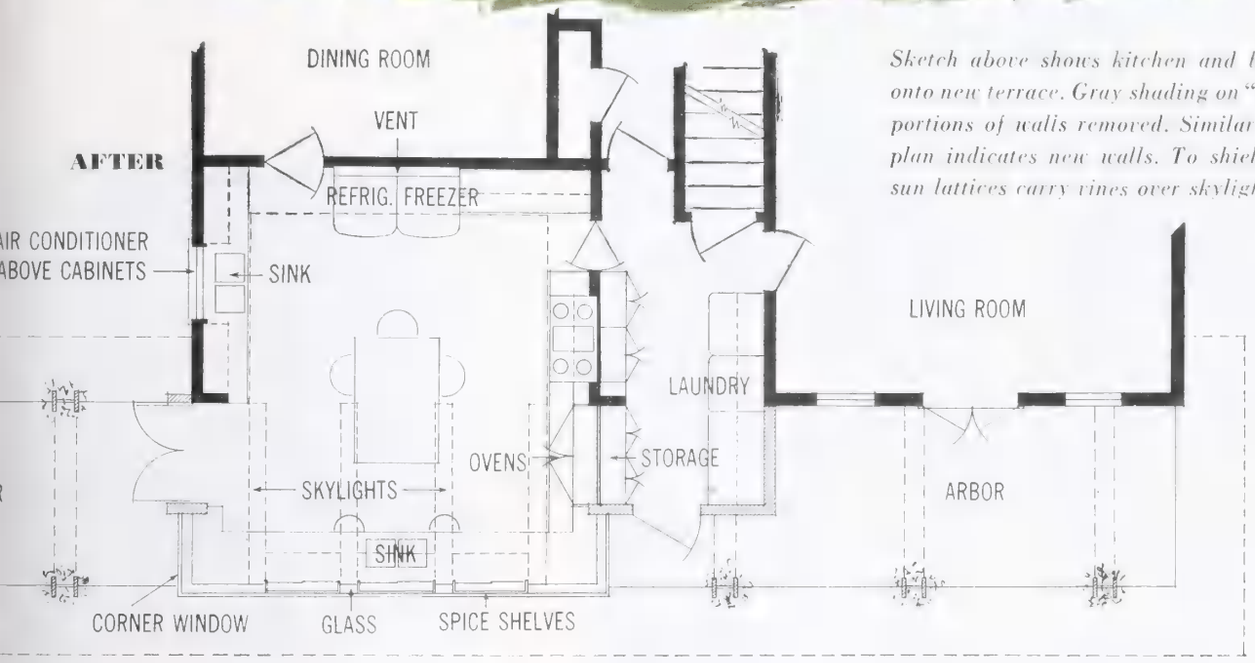
A corner of this up-to-date kitchen shows how the overhead glass floods the room with diffused light. Artificial light is from the same source at night. Appliances and cabinets, which look custom-built, actually are standard equipment.



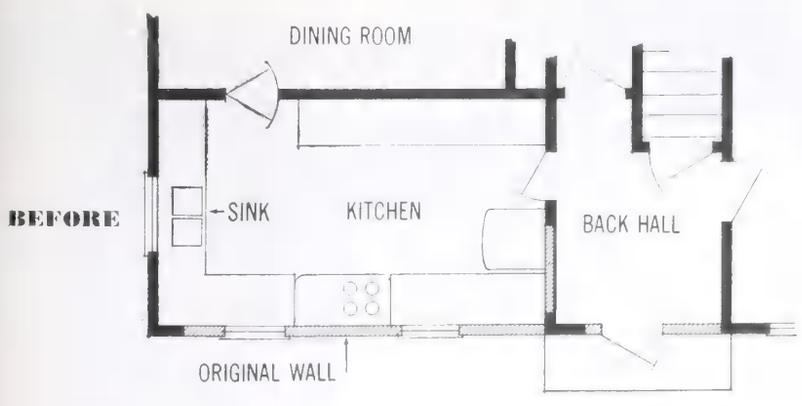
ITCHEN



DRAWING BY GEORGE COOPER RUDOLPH



Sketch above shows kitchen and back hall extended onto new terrace. Gray shading on "before" plan shows portions of walls removed. Similar shading on upper plan indicates new walls. To shield against summer sun lattices carry vines over skylights in kitchen roof.



How to air-condition a kitchen

By Henry Wright

House Beautiful's Air Conditioning Editor

The kitchen needs cooling more than any other room in the house—and it is the hardest to air condition. The range, refrigerator, and freezer, even the toaster and coffee urn, together can create as much heat in the kitchen as the largest room coolers can handle.

But you *can* give your kitchen a regulated climate with a standard window-type room cooler if you also take these three steps: (1) Vent all heat-producing appliances. (2) Keep out sun heat with vines or awnings, planting, and adequate attic ventilation. (3) Use (*Please turn to page* 211)

Give Yourselves the New Taste





PHOTOGRAPHS BY WILLIAM HOWLAND



When you give yourselves a smoke oven, you are adding a new world of delicacies to your daily roster of good things to eat. The Smokadero's open door (lower right) reveals shrimp and sausages finishing a luxurious smoke-bath; the platter (above) holds smoked haddock. This portable smokehouse burns fruit or hardwood chips (hickory, cherry, maple, apple, oak) and sawdust, fits your fireplace indoors, anywhere outdoors. The price, about $50, includes built-in thermometer, a small pail with fuel, tongs and shovel. Manufactured by Smoke Cookery, Inc., and sold in better department stores and gourmet shops.

By Francis Kalnay

rill of Smoke Cookery

The author, creator of this miniature smokehouse, has combed half the world to bring you not only the food-smoking techniques of other days translated into modern easy terms, but his own exciting recipes as well

What is this thing called Smoke Cookery?

If smoke cookery sounds esoteric and complicated to you, let us assure you it couldn't be simpler. If you have ever enjoyed barbecued spareribs or Mandarin duck in a Chinese restaurant, if you are a purloiner of smoked sturgeon, smoked turkey, and lox from hors d'oeuvres trays, or even if you are simply devoted to breakfast bacon—then smoke cookery is for you.

Everybody knows that burning wood imparts unique fragrance and flavor. Capture that flavor and you're cooking with smoke!

There are two methods of smoke cookery: hot and cold. Hot smoking is the faster process in which food is subjected to both heat and wood smoke at temperatures from 110°F. up. For an article devoted to hot smoke barbecuing in the Chinese tradition see our August issue, page 80.

This month Francis Kalnay tells the full story of the principles of smoke cookery, with many varied and delicious applications. Read how simple it can be with a portable Smokadero on your living room hearth.

When offered a large assortment of hors d'oeuvres, are you the kind of person who ends up with a plate of smoked tidbits? If so, you should try smoking your own delicacies. Enjoy an endless variety from bratwurst to breast of goose, from herring to striped sea bass, frogs' legs, and your own Canadian bacon. Or, in a more practical mood, transform foods from the chain store into exotic appetizers. Make finnan haddie from quick-frozen fillets of haddock; approximate the lordly sturgeon with swordfish steak; work smoky magic on every-day sausage meat rolled into balls. Let the genie of smoke work enchantment, even on cooked or canned meats.

Expressed in the simplest terms, cold smoking involves four steps: 1) *soaking* in a flavorous brine which includes salt, sugar and a medley of spices; 2) *drying;* 3) exposure to the *smoke* of certain woods at a safe cool distance from a wood fire at a temperature sometimes 110° F., often as low as 70° F.; 4) *browning* or finishing. (Not all viands need this final touch, but most of them are made more attractive by a final browning, which can be achieved through raising the temperature above 180° F. in a broiler or oven.)

How to create smoke

Practically any hardwood or fruit tree will provide fuel. Hickory is wonderful, yet in spite of its wide publicity it has no exclusive rights. Our own smoke oven never tires of a diet of green applewood and oak sawdust. Soft woods, particularly pine and fir, should be avoided, because their resins will discolor the meat and impart a bitter flavor. Juniper, however, is fine, giving a special magnificence to pork and duck.

Generally, in building a fire, people strive for a fine blaze. Our primary need, however, is not fire but smoke—lots of it. So smother the live embers with chips, shavings, bark or, best of all, slightly dampened hardwood sawdust. It's easy to (*Please turn to page* 204)



Because the subject of high fidelity is so timely, and because high-fidelity reproduction of music—be it superb or merely good—can open up for you new horizonless pleasure, we present here the first High Fidelity Symposium to be offered in a home magazine. We have asked experts to give you their opinions and the latest available information. Records, component parts, and phonographs are discussed in the following pages.

We offer you this round robin with the full knowledge that the final word on high fidelity has by no means been spoken, that disagreement with the recommendations of our experts is possible, and that as a matter of fact the whole subject may be somewhat controversial.

But whatever form or product you choose, your life is bound to be enriched by the new sound that comes closer to the true sound of music.

The ABC of Hi fi

By Richard Williams

Our Music Editor introduces the special High Fidelity Symposium with a simple explanation of what it all means



To be interested in high fidelity, you must first be interested in music. If you are interested in music, you must be interested in high fidelity.

Defined simply, high fidelity is the endeavor to reproduce musical sound with greater ("high") faithfulness ("fidelity"). Reproduction of music in your home may take the form of records, tape, or radio. All three are important, though as yet most of the attention has been bestowed on the medium through which most good music is available to most people: records. All three—records, tape, or radio—obey the same laws of sound and are improved by essentially the same devices.

The pleasure that we derive from musical sound is compounded of many and complex sensations, as the pleasure that we feel in tasting a good wine is compounded of soil, sun, rain, and the blend of grapes used. Even the most expert audio-scientist would be at a loss to explain to you fully what the components of beautiful sound are. You know scientists: they never explain *anything* fully. But we don't need the scientists to discuss certain characteristics of sound. The most amateur of musical amateurs can tell, for example, that various instruments make sounds that are very different. The trumpet with its victorious tone could never be mistaken for the timid tone of a flute, gentle as a woman's voice. You are not likely to confuse a harp with a violin, even if you don't see them. This characteristic tone quality of each instrument is called its timbre. For many years recording and radio engineers have endeavored to make their sound truer in timbre, to make the flute on a record sound more like the flute "in nature." The engineers have been faithful in their fashion, but in the last three or four years they have become a good deal more faithful.

A musical tone is, as everybody knows, made up of vibrations of the air. These vibrations are not simple. Certainly not! They are an intricate pattern of vibrations and re-vibrations, each tone a whole universe of sound. We speak of the "overtones" of music. When we hear a piano reproduced on a good record and then again on a bad record, we can tell the difference. On one the overtones seem to have been preserved, which helps to make the sound full and rich. On a bad record the tone is tinkly: our noble concert grand sounds like a saloon upright, dry, desiccated. The overtones are cut off. The engineer speaks of limited frequencies, of narrow cycles. He claims that the upper ranges of the tone, particularly, are cut off at 8,000 cycles, whereas on a good record—played, mind you, on a good phonograph—he says that we hear up to from 12 to 15,000 cycles. High fidelity methods of recording and high-fidelity reproducing instruments offer us sound juicier in overtones, wider in cycles both at the low and the high end of the spectrum.

Still another factor enters into our enjoyment of sound: volume and its gradations: the difference between loud and soft. The engineer calls it Dynamic Range. On the old records, when the music reached a resounding climax, when the storm lashed the orchestra, when the shipwreck occurred in *Scheherazade*, the engineer supervising the making of the record had to soften down the volume of sound. (*Please turn to page* 136)



The ordinary, pre-high-fidelity phonograph has a limited range of musical reproduction. But it is particularly unsatisfactory when badly placed in a room, as in the sketch on the far left. It is best situated in a corner. The walls then act as a megaphone. However, for the best in recorded or radioed music, there is little finer than a custom-installed system of specially chosen components, as described by expert John Conly in the accompanying article. When acoustically designed for an individual room, it comes close to concert-hall realism.

The cost of tailor-made sound

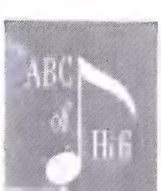
By John Conly

One of the most knowledgeable and thoroughly equipped writers on musical subjects, Mr. Conly is currently Associate Editor of "High Fidelity" magazine.

This is the case of Mr. and Mrs. X. They are a young couple with a comfortable income. They live in an apartment, and they like music. They like music very much.

Some time ago they bought themselves a fancy phonograph. (This was before the new hi-fi ones of today.) They paid more than $700 for it. Its exterior is a richly gleaming dark wood. In fact, as a piece of furniture it leaves nothing to be desired. And since Mr. and Mrs. X have taste and want their living room to be a pleasure to the eye, they selected the phonograph as a piece of furniture. That living room is long and narrow, the phonograph sits halfway along one of the long walls. From the front of the phonograph, music emerges.

Having emerged, it has no place to go. The high frequency sounds, including the overtones which give realism to the fiddle and the flute, jet in a tight stream across the room—12 feet—and are very efficiently absorbed by plaster and by a colorful Central American woven hanging. No one ever hears them, though Mr. X paid good money for them. The deep bass tones disperse well enough, but they aren't very robust. The space in the cabinet behind the speaker, although properly sealed and padded, amounts to fewer than five cubic feet, substantially less than the capacity of the bass viols it is (*Please turn to page* 146)





A fine example of a custom-built and -installed musical system of high fidelity is in the home of Mr. and Mrs. George M. Gross. Decorator William Pahlmann, as can be seen here and on the following page, combined taste and effectiveness.

RAPHS BY WILLIAM HOWLAND



e low table above not only holds a lamp t also conceals the speaker for the radio d the TV set. Placed in the far corner the living room, it allows the sound of production to be heard fully and clear- by everyone and without distortion.



The problem of what to do with a TV set was met by setting it into a cocktail table. TV rises for use or disappears from sight by simply pushing a button under the overhanging lip of the cocktail table (right). It shares the same loud-speaker as the record player and radio.



ABC of Hi-fi



Along the wall of the Gross living room William Pahlmann cleverly installed some of the major components of a high-fidelity music system: radio, amplifier, record player in the top half of the cabinet; storage space for records and other things in the lower half. When not in use, they all disappear in a handsomely designed piece of furniture (below). More details about this installation on page 190.



The cost of tailor-made sound

continued

supposed to simulate. The middle, or low-fi frequencies, however, are much more viable and durable. They reach the opposite wall, reflect and re-reflect. Occasionally they meet themselves in transit and reinforce each other's beats, mercilessly ringing the ears of any listener whose head may happen to occupy the same space at the same time.

In the X apartment, it can be seen, the musical ideas of Beethoven and Brahms really work against the odds. As Mr. and Mrs. X bought more and more fine records, as they went to their friends' apartments and heard these same records sound much better than they did on their own phonograph, they came to a decision. Mr. and Mrs. X decided that a phonograph was primarily a musical instrument, that its function in life was to dispense music in the home, that it was, (*Please turn to page* 188)

The common sense of high fidelity

OTOGRAPH BY KARSH



n Interview with Jascha Heifetz
y music critic Albert Goldberg

ere a great violinist sounds a note of caution and gives forth ith some unorthodox views on the hotly argued subject of igh Fidelity. Few people are better equipped to discuss it.

As a topic of discussion, High Fidelity ranks first with the nation's music lovers and seems to have created considerable excitement even among people who up to now had gladly listened to the tunes of *Carousel* without critically examining the recording for its frequency value. As soon as "High Fidelity" became "hi fi," we all knew that it was here to stay. When we abbreviate a name and call a thing with an affectionate diminutive—that's a sure sign of popularity. So here we have hi fi, along with 3D movies and Dr. Kinsey's new book. Popular it is, but what is it?

Hi fi is a better record reproduced on a better phonograph. More of the overtones of music are heard, particularly high passages (high frequencies), the timber of an instrument is heard in truer likeness, soft passages are soft, loud loud, achieving, in short, a better reproduction of music. Simple? Not quite so simple as the definition looks. "Better" covers a multitude of improvements, of acoustical skill, and of electronic science. Not quite so simple, particularly, when we realize that hi fi is not universally understood as just better reproduction. In fact, hi fi *means two different things to two different classes of people.*

Number one—there is the relatively small group of fanatic tinkerers. The hi-fi tinkerer builds his own record-reproducing system, and having built it tears it down and changes it for some new gadget, suffers if somebody else has got hold of a device that he doesn't possess, and in general is far more interested in the reproduction of sound than the music. He may have started out as a music lover, but by this time he can no longer see the forest for the trellis of wire connections. The tone of one solo "plunk" of one harp, perfectly reproduced, thrills him more than a great interpretation of the Beethoven Violin Concerto by a fine artist. To him hi fi is both a gospel and a gadget. Using it as a gadget he is in danger of exaggerating: He likes records in which the high tones of the violins sound so brilliant as to be almost harsh. Or he takes a good record and plays it with exaggerated volume.

But there exists a much wider group of music lovers who like music well reproduced, without caring particularly about extremes. They realize (*Please turn to page* 201)

New phonographs to plug in and pla



By Warren B. Syer
Staff member of "High Fidelity" magazine

This expert says, "Hear them all. Hear them all critically, carefully, and comparatively. Then, and only then, make up your own mind."

In a sense, the sweeping phenomenon of high-fi home music listening came of age this autumn, whe big radio-TV manufacturers (who had previously de their efforts to beautifully-cabineted low fidelity) decid revise their thinking, and their advertising copy, and attack the mass market with their own concepts of wha average home music devotee wanted in listening equip In practically all cases the result has been in the for a package unit resembling externally, at least, the console radio-phonograph combination but with int changes ranging from minor to major.

There have already been screams from audio-purists the fair name of high fidelity (*Please turn to page*

It is perfectly possible to so decorate around the new phonographs that they have a custom-made look. First example: "The Provincial" (right), by Fisher Radio Corp.

Second example: "The Selectomatic 200" (below), by J. P. Seeburg Corp., which is beautifully integrated and co-ordinated with a corner grouping by our artist.







"Custom 400" (left) of Stromberg-Carlson illustrates how a free-standing radio-phonograph can be placed to become part of a distinguished-looking wall group.

This high-fidelity console "Victrola Phonograph" (below) by RCA Victor is available in mahogany or walnut finishes, and in limed oak.





Two small tables neatly frame the "DeLuxe Regency" model (above) manufactured by Magnavox. Such small touches can make all the differences in decorating.

The new Hallicrafters high-fidelity radio-phonograph (right) seems part of the wall cabinet, specially designed to harmonize in style and color.





How hi

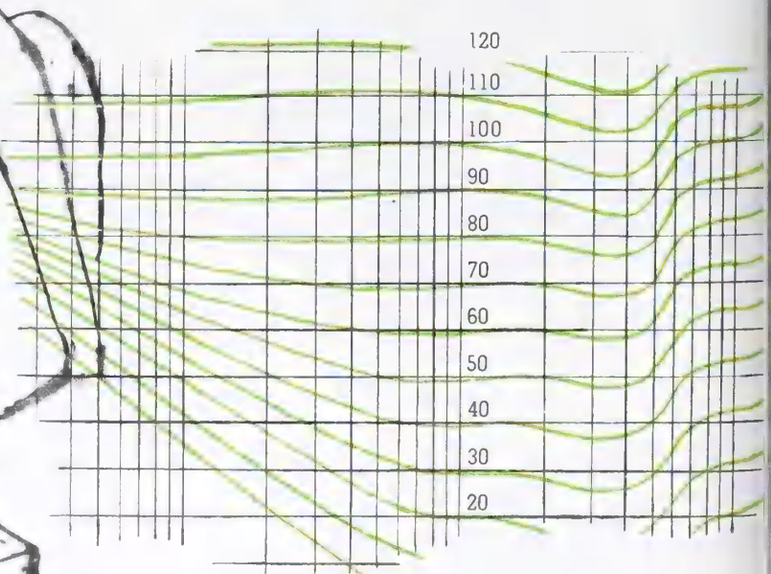
It doesn't take black magic to

turn out a record of high fidelity.

What it does take is discussed

here in terms of the people involved—

composer, conductor, and you



Eugene Karlin

ABC of Hifi

fi?

By Irving Kolodin

A familiar name in our pages, he is the widely-read Music Editor of the "Saturday Review," program annotator for the New York Philharmonic Symphony.

en persons who are too young to remember or lucky
h to forget the enormous popularity of the blackface
lians Moran and Mack have heard of their jolly con-
ion entitled "How High Is Up?" This virtually Ein-
n exchange never produced a convincing answer to
roblem of relative elevation, but it left a more than
tive talking point on which to base the consideration:
High Is Fi?"

new as it seems, the question of a believable illusion,
sound is concerned, has a whole lore of anecdote and
gy. Years old is the story of the Belasco-minded pro-
who was "auditioning" thunder rolls for an off-stage
in a play. At the crucial moment, Nature intruded
real one. His comment was a curt: "Sounds too arti-
" Of newer vintage is the one about the phonophiles
vent to hear—by some inexplicable accident—a live
rt by the Boston Symphony Orchestra. After listening
y to the playing of a Berlioz overture, one said to the
"Not enough highs."

of which contributes to the inescapable conclusion
here is a great deal that is purely psychological about
xperience involving the physical senses. What results
thumbs-down from certain record listeners might
ass muster in the concert hall. Likewise, what sounds
the highest kind of fidelity in the living room might
eem so at all elsewhere. (*Please turn to page* 176)

Irving Kolodin's list of some of his favorite high-fidelity recordings

"Archduke" Trio (Beethoven) *Jean Fournier, Paul Badura-Skoda, Antonio Janigro* Westminster 5131

Carmen (Bizet) *Stevens, Peerce, Merrill, Reiner* RCA Victor LM-6102

Così Fan Tutte (Mozart) *Steber, Thebom, etc.* Columbia SL-122

Création du Monde (Milhaud) *Bernstein, Chamber Orchestra* Columbia 2203

Danses Sacrée et Profane (Debussy) *Amsterdam Chamber Music Society* London LP-621

Daphnis et Chloë (Ravel) *Ansermet, Suisse Romande Orchestra* London 693

"Forellen" Quintet (Schubert) *Paul Badura-Skoda, Vienna Konzerthaus Quartet* Westminster 5025

Ilya Mourometz (Glière) *Scherchen- Vienna State Opera Orchestra* Westminster 210

Introduction and Allegro (Ravel) *Amsterdam Chamber Music Society* London LP-621

Kindertotenlieder (Mahler) *Kathleen Ferrier, Bruno Walter, Vienna Philharmonic Orchestra* Columbia 2187

Lieutenant Kije (Prokofieff) *Scherchen- Vienna State Opera Orchestra* Westminster 5091

New Year's Day Concert *Clemens Krauss, Vienna Philharmonic Orchestra* London LL-454

Nutcracker Suite (Tchaikovsky) *Stokowski* RCA Victor LM-46

Otello (Verdi) *Toscanini* RCA Victor LM-6107

Pagliacci (Leoncavallo) *Bjoerling, De Los Angeles, Merrill, Warren* RCA Victor LM-6106

Pictures at an Exhibition (Moussorgsky) *Kubelik-Chicago Symphony Orchestra* Mercury 50000

Le Sacre du Printemps (Stravinsky) *Ansermet, Suisse Romande Orchestra* London LL-303

Songs with Orchestra (Mahler) *Anna Felbermayer, Felix Prohaska, cond.* Vanguard 421

Suite Pastorale (Chabrier) *Braithwaite, Covent Garden Orchestra* MGM E-3000

Symphonie Fantastique (Berlioz) *Ormandy Philadelphia Orchestra* Columbia ML-4467

Symphony No. 3 (Beethoven) *Leinsdorf-Rochestra Orchestra* Columbia RL-3069

Symphony No. 9 (Beethoven) *Toscanini* RCA Victor LM-6009

Symphony in D (Cherubini) *Toscanini* RCA Victor LM-1745

Symphony No. 3 (Copland) *Dorati-Minneapolis Orchestra* Mercury 5000

Tonadillas *Luis Maravilla, Guitarist* Westminster 5194

Unaccompanied Sonatas (Bach) *Jascha Heifetz* RCA Victor LM-6105

47 ways* to lick a tough, winter climate

Here's how to slash your heating bill and enjoy far more winter comfort, whether you build or remodel, whether your house is vintage 1953 or 1890

Howling winter winds and snow and ice command respect. But they can be tamed, and at a reasonable cost, if you understand what gives them their punch. Learn the ways to lick a tough climate *before* you buy or build or remodel. The house on these 8 pages, now being built in Vermont's Green Mountains, shows 47 of these ways to take the sting out of a bad winter.

You can do as well. First, know your local climate—really know it. Too many people guess, letting their memory trick them. Go to the local weather office. Look at the records. What extremes must you expect year after year? What *can* happen in unusual winters?

Next, study the climate of your particular site. How does it differ from the weather bureau data? You may find as much difference as in moving 300 miles south or north. Exploit—or repair—the difference.

Now, what can your house do for you? Remember, its shape, its roof pitch, even its roof color can work for you or against you. And, fourth, what can plantings do for you? Could you use a windbreak? Or do plants make winter worse in your particular spot—a big old evergreen tree, for example, cutting off desired winter sunshine? All this study takes time, of course. The payoff? Lower heating bills, more winter comfort.

PHOTOGRAPH BY FRED C. CLARK, JR.



PH BY WILLIAM SCHUSTER

*House is half buried in a south-facing slope, so it not only turns its back on the cold north and west winter winds but actually offers little surface for them to hit (opposite page). *Big south windows (above) flood house all winter with fuel-saving sunheat. *Weather instruments (right of driveway) helped owners know the climate of this particular site.*



**Saving the existing trees and shrubs along the west property line provides a windbreak that can now be made more effective by adding some evergreen shrubs. *Driveway design provides space (left above) for piling snow easily and away from house. *Rain, melting snow run off away from house.*



**Garage doors are radio-controlled for speedy, heat-saving opening and closing. *Double-door vestibule between garage and house is a further heat-saver. *Wide overhang helps keep rains out, protects house.*

Please turn the page



PHOTOGRAPH BY WILL

*Roof slopes toward north, helping to keep exposed north wall of house low (4½ feet). *Pine tree (right) breaks NW winds.



*Roof overhang allows winter sun to warm entire room, but cuts off summer sun. House Beautiful shows how house might look on Oct. 20. *Awning-type windows ventilate room.

ways to lick a
h winter climate

ued



ALL DRAWINGS BY ERNEST WALKER

*Landscape plan shows how site nd plantings help temper the cli-nate, keeping cold winter west vinds off and inviting wanted sum-ner south breezes. *Original site loped uniformly, has been bull-lozed into a series of terraces that ame drifting snows and water run-ff. *Retaining walls for terraces o below frost-line for safety.*

Study this Vermont house if your climate has the following characteristics:

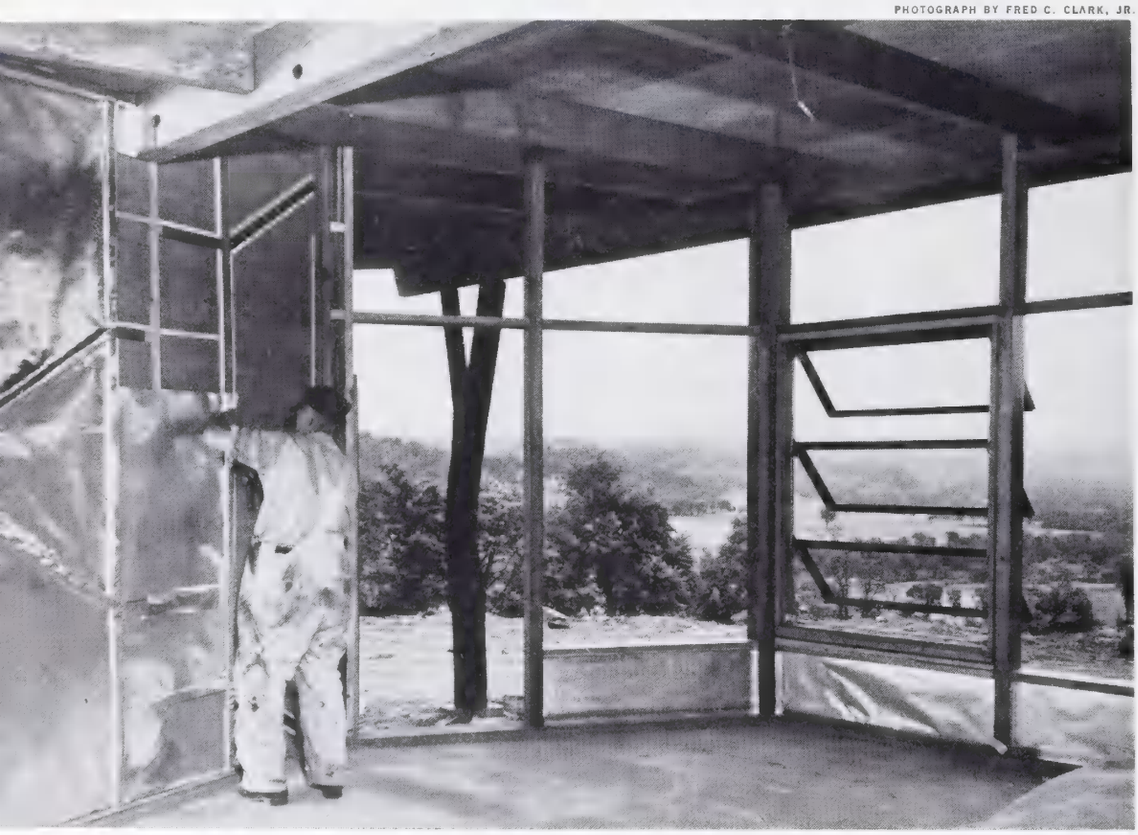
About one-third the year qualifies as a major winter climate. The outdoor humidity is likely to be high. Frosts, freeze-thaws, wet snow, and mud are common. Temperature changes suddenly, requiring quick-responding heating systems. Winters are much windier than summers. Except for very rare occasions, summer heat is no problem at all.

House Beautiful's Climate Control Project has researched the climates of four areas where winters are tough: Boston, Albany, N.Y., Minneapolis, Denver. You can obtain a copy of the analysis and recommendations by sending 50¢ (for each area desired) to Co-ordinator, House Beautiful Climate Control Project, 572 Madison Avenue, New York 22, N.Y.

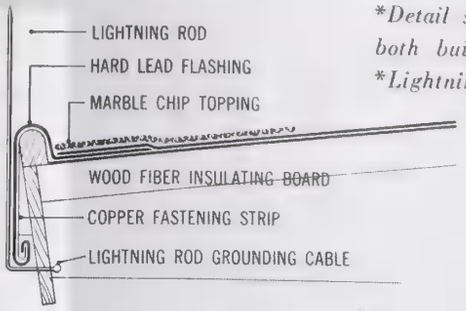
*47 ways to lick a tough winter climate *continued*

Remodelers can adapt many of these ideas. But if you are building a new house, you can be sure that it includes every design technique and building material needed to tame your winter climate. Then your house helps its heating equipment instead of adding to the heat load. It is a costly business to ignore your climate and its demands. Yet a climate-wise house costs little more to build (often no more) and far less to heat.

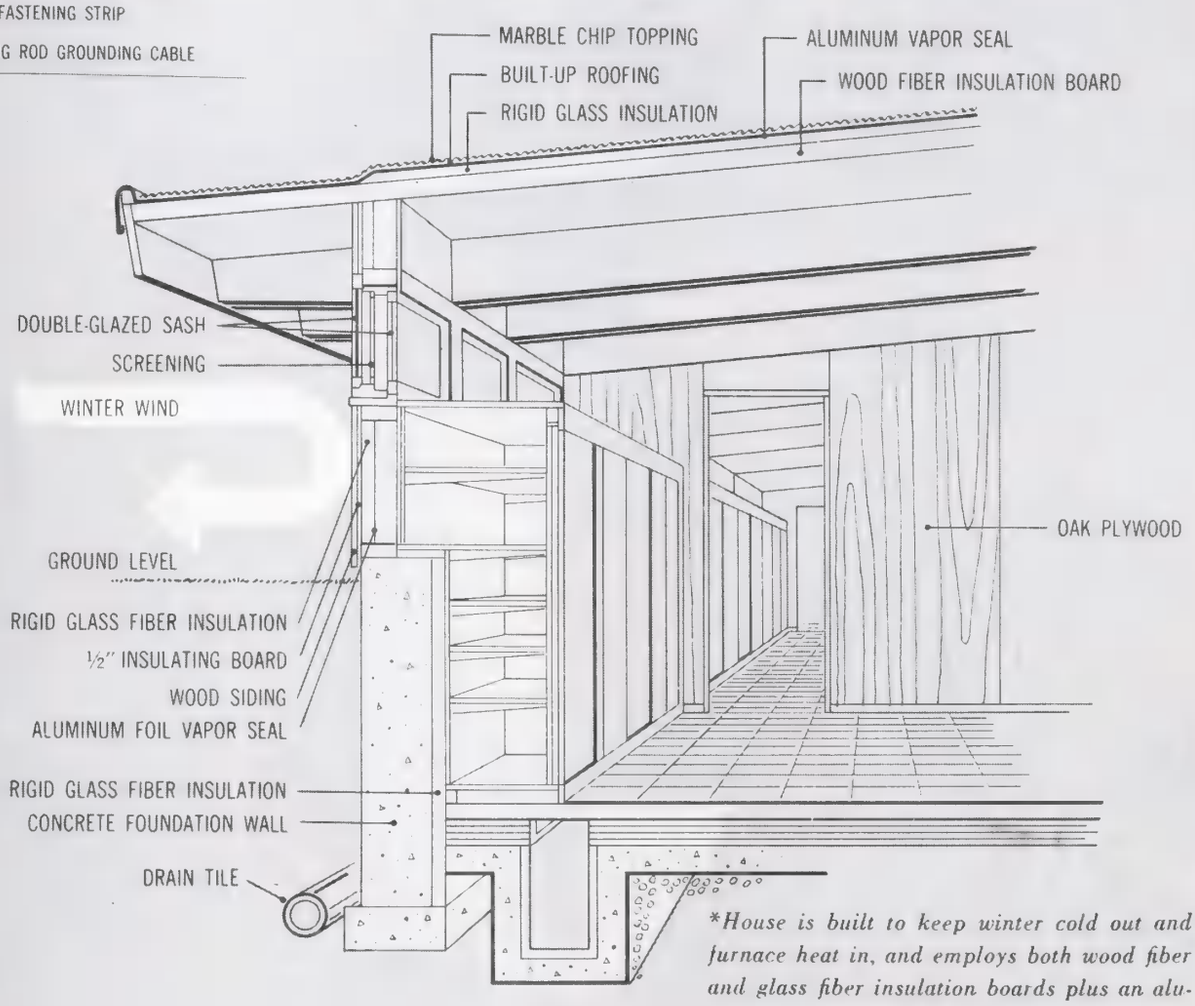
PHOTOGRAPH BY FRED C. CLARK, JR.



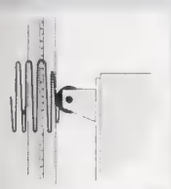
** Aluminum foil is tacked to stud, makes a vapor seal, adds insulation. (Shiny surface saves heat by bouncing it back into the house.) * Special awning-type windows lock airtight when closed. * Double glazing via insulating glass or storm sash can further cut winter heat loss. * Morning sun warms this master bedroom in winter, but is cut off in summer by big roof overhang that will protect private bedroom terrace east of house.*



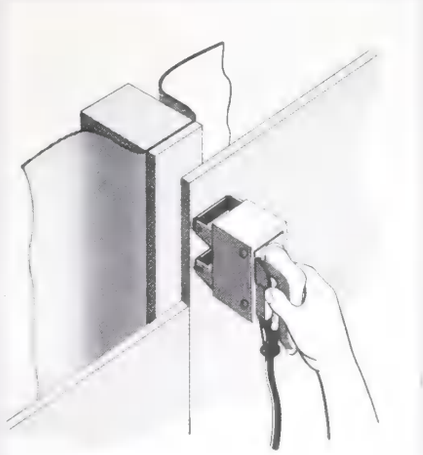
**Detail shows how lead flashing wraps around both built-up edge of roof and fascia board. *Lightning rods occur every 7 feet along roof.*



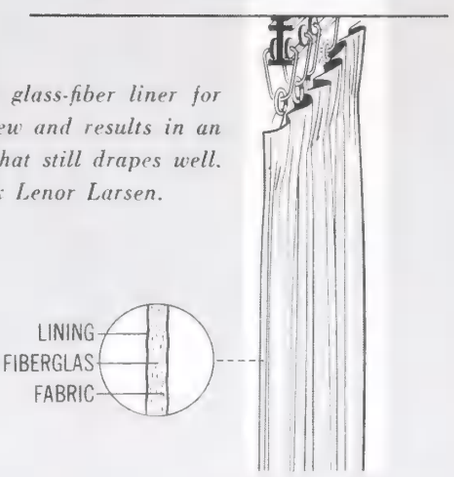
**House is built to keep winter cold out and furnace heat in, and employs both wood fiber and glass fiber insulation boards plus an aluminum foil vapor seal. *Marble chips on roof are red, store up the daytime sun heat (not a good idea if you live where summers are hot). *Drain tile insures prompt removal of ground water outside the foundation wall.*



**Plywood is bonded permanently to the frame of the house by using radio waves and a special glue to weld the woods together. No nails are used anywhere. Bond is air-tight, unbreakable.*

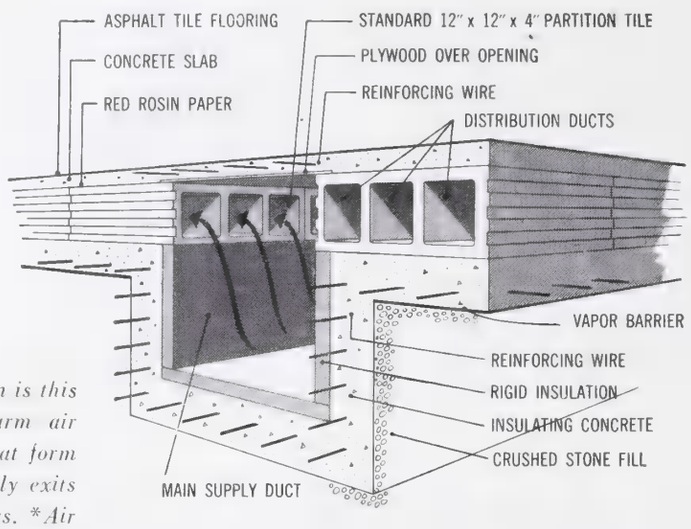


**Special flexible glass-fiber liner for the drapery is new and results in an insulating quilt that still drapes well. Designed by Jack Lenor Larsen.*

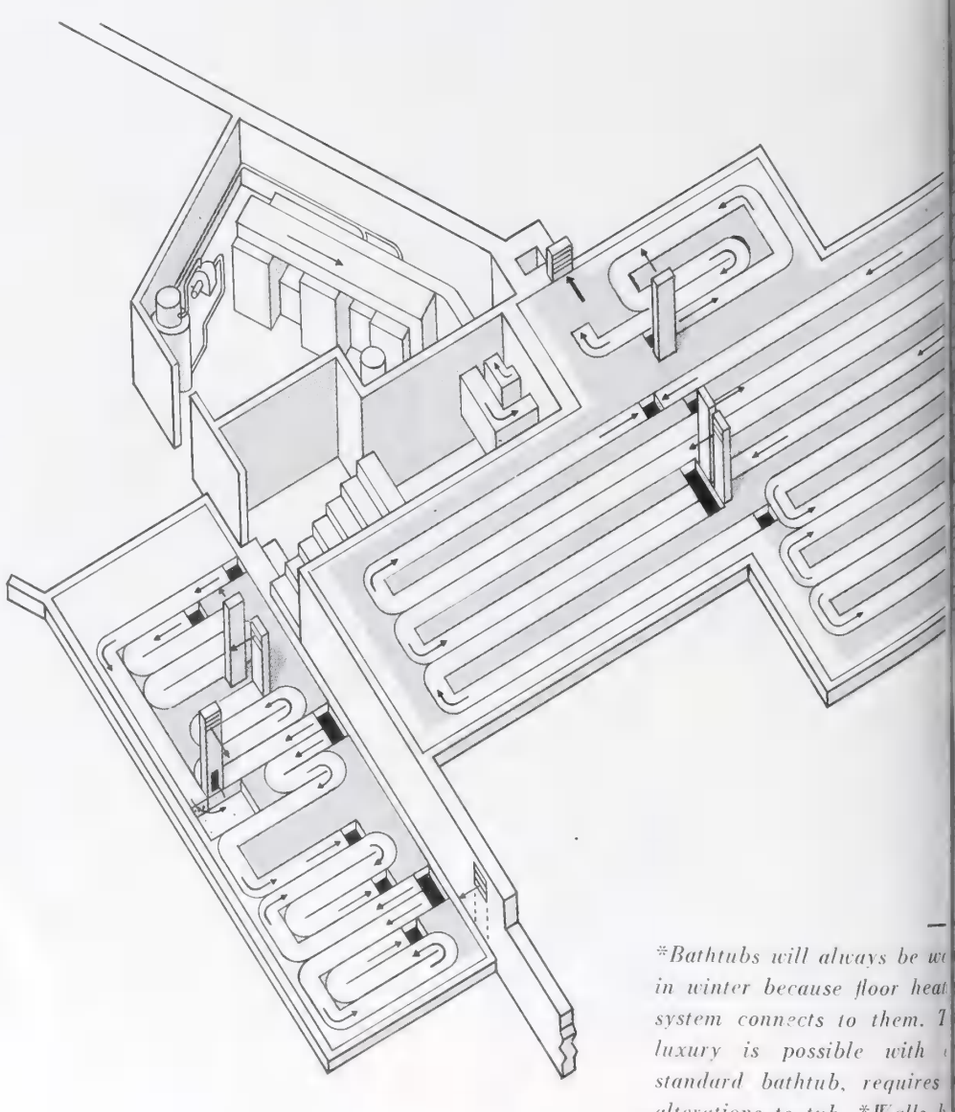


(Please turn the page)

*17 ways to lick a tough winter climate *continued*

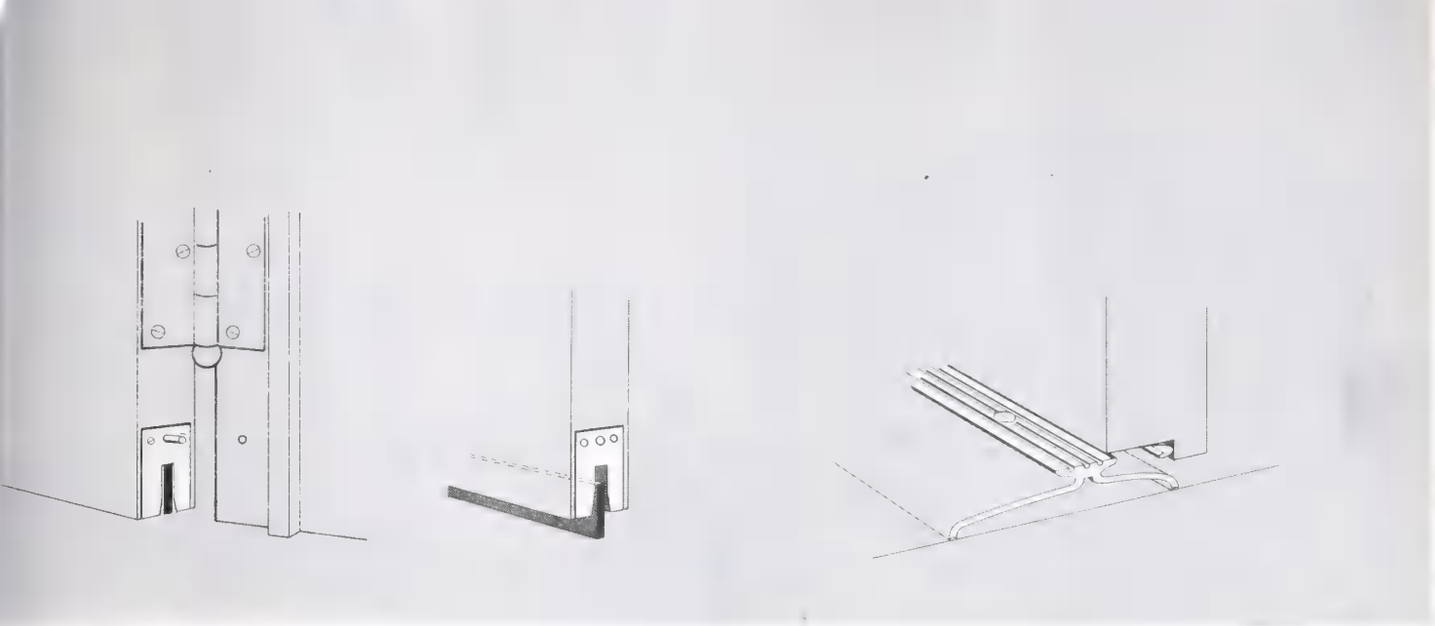


**Key to this warm-air heating system is this plenum chamber which directs warm air from furnace into the hollow tiles that form the sub-floor of the house. *Air finally exits into rooms via floor or wall registers. *Air returns to furnace via direct ducts from each circuit. *Reinforced concrete shell provides firm base for quick laying of tiles.*

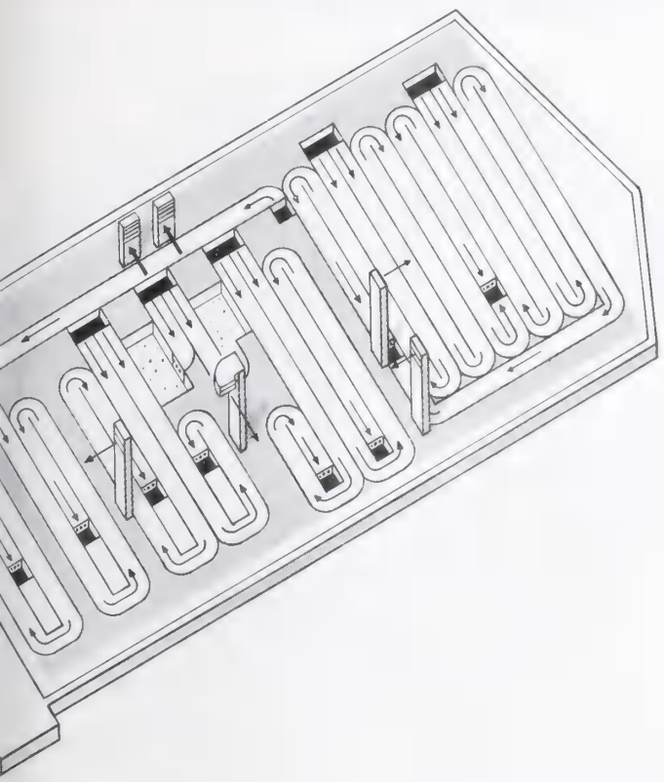


**Heater supplies warm air to conditioner which filters it and speeds it on into plenum system. *Conditioner also cools the air when needed (uses cold water pumped from a spring, rather than mechanical refrigeration). *Since floor tiles have low bulk, they store little heat, so system avoids any heat-lag problems. It can deliver warm air as needed, then switch to cool air if day suddenly becomes hot and the sun heat through the big windows unbearable. *Pattern of air flow is easily adjusted to suit room arrangement and expected heating needs. *Master bedroom (northeast exposure) has heat in every row of tiles; most other rooms use heat in only 2 out of 3 rows. *Water pump has sufficient capacity to meet all cooling demands as well as domestic requirements. *Extra storage tanks provide reserve supply for days when spring might freeze over. *1000-gallon underground fuel storage protects against fuel shortage.*

**Bathtubs will always be w in winter because floor hea system connects to them. T luxury is possible with standard bathtub, requires alterations to tub. *Walls h are thin plastic laminate; sp between them is ample for h ducts, plumbing, electric wi*



**Inside doors (left above) are equipped with internal weatherstripping that drops down to form a tight seal when the door is shut, but lifts automatically, clearing carpet when door swings open. Closure is sound-proof and draft-proof as well.*

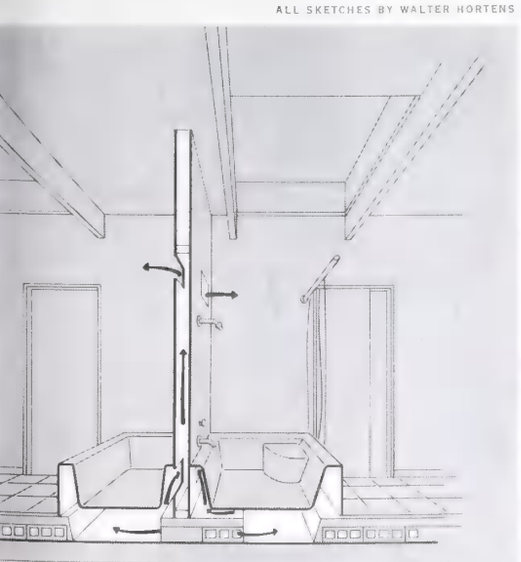


**Doors that must face the winter cold on one side, a warm room on the other, are equipped with special interlocking weather stripping. Brass "clip" on bottom of door makes airtight seal against tread.*

For details on the materials used in this house, please turn to page 224

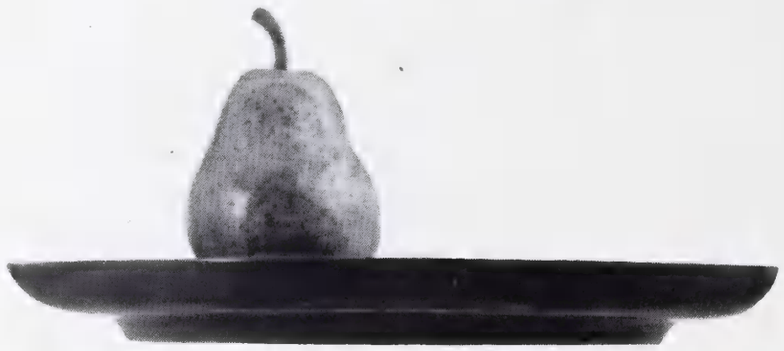
**Five skylights bring extra light into this house, as in bathrooms (left). They are raised plastic "bubbles," so are snow-free long before the rest of the roof. *Marble chips offer long-life protection to the built-up roof, and *the special lead caps and flashings for the chimneys should outlast the house itself. *Downspouts are copper for low upkeep through long life.*

ALL SKETCHES BY WALTER HORTENS PHOTOGRAPH BY FRED C. CLARK, JR.

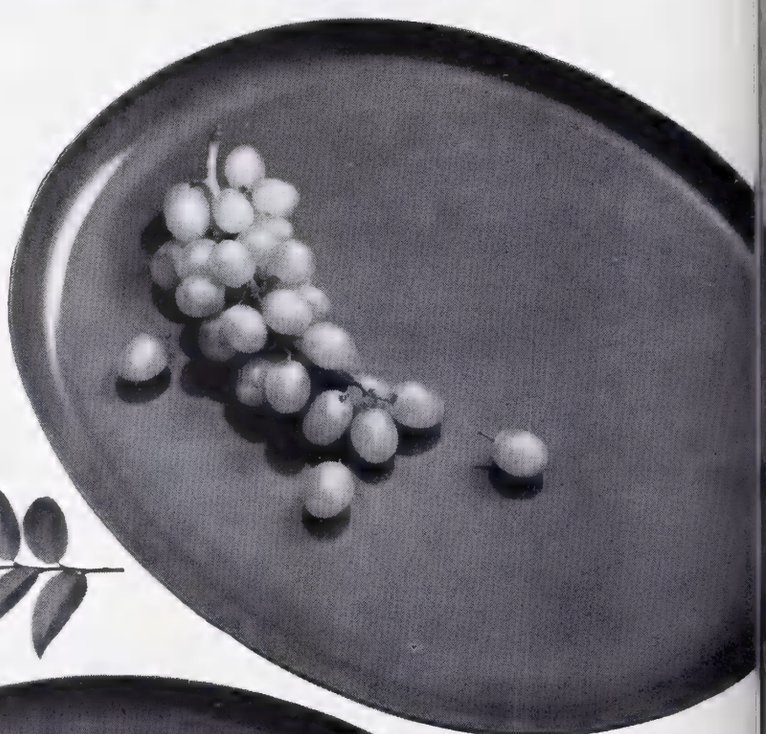


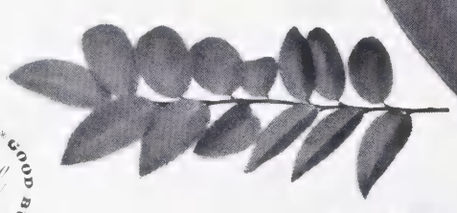


A realistic buffet plate

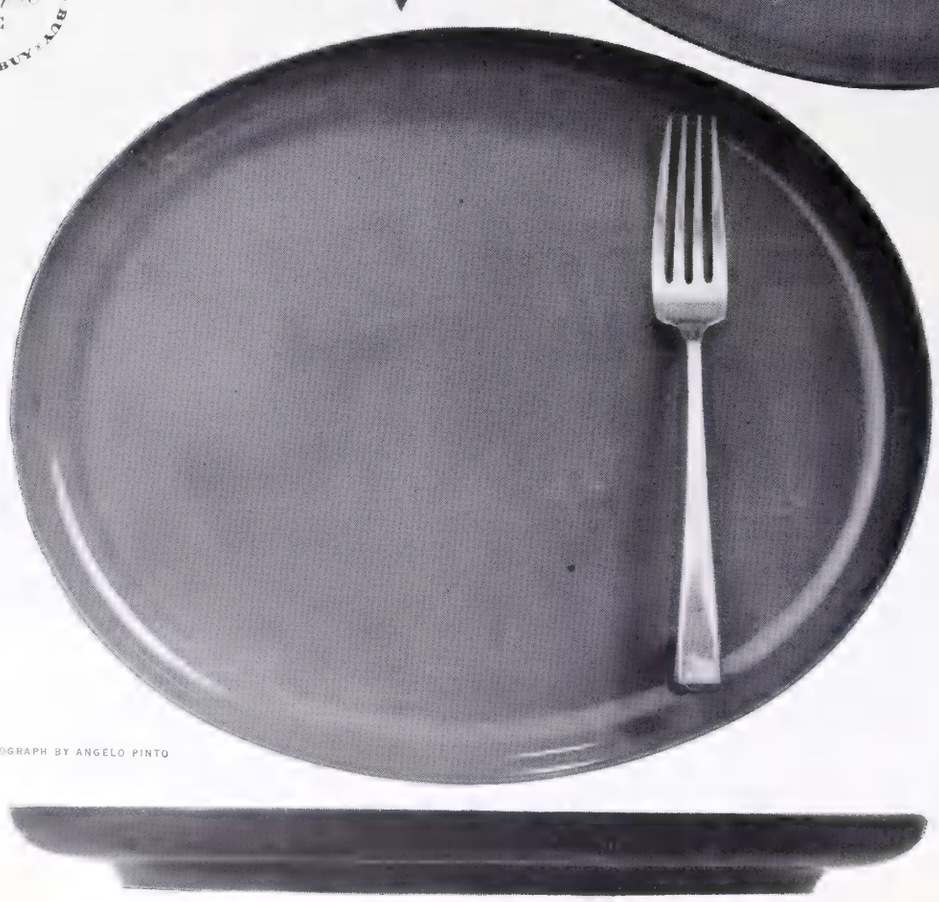


This big-enough, unbreakable buffet plate faces up to buffet menus, and has the delicate beauty of oriental lacquer









PHOTOGRAPH BY ANGELO PINTO

ere is a plate to have and to hold—a thing of multi- useful beauty. It is a twentieth-century contribution reat tableware. It is big enough to hold a generous ·t menu. Yet it is so elegant in form and coloring it can be used as a formal dinner plate, and also as a ce plate, or as a platter for a small group.

e have chosen this plate to be "A House Beautiful sic" because it has all the classic as well as modern es. It has beauty, utility and strength. When you con- late its superb form and many functions it is reasonably ·d at $2.50 (slightly higher in some western areas). It ndeed, "A Good Buy."

is plate has the delicacy and warmth of the finest ori- lacquer, the graceful proportions of a Greek vase. Its e dimensions, 10½ by 12½ inches, really meet the need day for a lightweight, unbreakable buffet plate sized to many different foods at the same time. Its slow, gentle es and finely tapered edge give it a rare beauty and e it a visual delight.

lled "Florence" and made by Prolon, it was designed by ge Nelson Associates. It comes in a variety of colors: uer red, black, beigey-gray and yellow. It will take the heat of the dishwasher, thanks to the mastery it rep- nts of one of our new synthetic plastic materials.

PHOTOGRAPH BY EZRA STOLLER



ack of twelve "Florence" buffet plates weighs only 9½ lbs. are tapered delicately and gracefully at the edge, are pleas- substantial yet light enough to be handled with ease. They also be used as platters, as well as dinner or service plates. e, they add very useful glamour to a roof garden party ur Pace Setter House of 1954. (See our November issue.)



Why this plastic plate will go into the dishwasher

This "Florence" buffet plate is molded of melamine, a thermosetting plastic that can go imperviously through water as hot as 200° F., slightly less than boiling and considerably hotter than the water in an automatic dishwasher. It may even be boiled for short periods.

But this is only one of the virtues that the inherent characteristics of melamine give to this plate. Melamine's moldability makes possible a shape so fluid and slim-curving that 12 of these snug-stacking plates pile up to only 5⅞" on a storage shelf. Melamine's extraordinary resistance to breaking and chipping produces a plate that could conceivably be smashed only by the most inordinately rough treatment. The manufacturer guarantees this plate against chipping, cracking, or breakage *in normal home use*. But if you should break it, the shattered pieces would demonstrate that its body is non-porous, so that even if chipped or scratched, it will not absorb moisture or food particles. Its color goes solidly all the way through, so it will not fade or wear away.

Since melamine is a poor conductor of heat and cold, this plate tends not to draw away the heat and cold of foods. Unlike many plastics, it is odorless and tasteless.

Melamine is tough, but it can be scratched, and while it takes high temperatures of wet heat, it will char and crack if exposed to fire or the high heat of an oven. Occasional stains are removed with a dip in a sodium-perborate bleach, like Dip-It or M-E. Chlorine bleaches should be avoided. For daily washing use any standard soap or detergent.

For stores where you may see this Good Buy, turn to page 200

THE MEALS BETWEEN

How to have a holiday at Holiday Time

and still eat well—even at the little

meals between the Big Meals.

This is another in House Beautiful's series

of historic articles on Chain Cooking

By Mary Elizabeth Wiley

Here's how to reduce the wear an on the average wife-mother-and-co holiday time. It works, because I've it and I know. All it takes is som sighted planning, shopping, and Cooking. If you manage properly y enter the holidays with most of your ing behind you, and your mind w free to enjoy yourself, free to lavi the necessary attention on the Big F dinners and the Big parties tha want to give.

You can accomplish the greatest in peace of mind and labor saving b viding ahead of time for the mea tween the important, traditional You can be ready for the family mea a harassingly flexible number, the pected menus that have to be pulle of thin air, lunches for the childre turn hospitable suddenly, and the t for the friends and neighbors who d to deliver presents or to see the tre such little meals out of the way then it's a breeze to take care of th showy dinners.

Last year I started thinking these in-between holiday meals towa end of November (which was non soon). I had purposely let my p shelf and freezer stocks run low so I re-stock with a fresh supply espe planned around the holidays.

I included some of the family's fa dishes, extra-special breakfast plenty of things for hors d'oeuvre snacks, and some things that coul double duty both as family fare and dishes. Everything I bought or prep with the exception of some of the and soft cheese, could be kept indefi in tins or cans or in the freezer, so I c feel wasteful or extravagant in gath up a bumper crop of good things to knew that anything that wasn't used the two weeks before Christmas an New Year could go on happily into w

I did three batches of cooking, ma each one as efficient as possible working in a few recipes for my C

ıners as well. Before I describe the cooking I did, here are five typical ns and the five menus which I ed ahead:

1. A FAMILY LUNCH

n everyone appears, bringing two hildren, and it is cold and raw out- nch has to be dispatched in a hurry e we're going off to pick out the ıas tree right afterward.

ıil Soup Served with Minute Rice
Toasted English Muffins
(both from freezer)
Chilled Freestone Peaches and
Black Bing Cherries (canned)
Cookies

2. FAMILY DINNER

a night when we're trying to catch eath between parties and have set clock as our bedtime.

Borsch
Steak and Kidney Pie
Broccoli with Lemon-Butter
(all from freezer)
Chilled Apples
Camembert Cheese and
Crackers
Coffee

e's more of everything in the so this menu could be expanded informal, impromptu party.

3. THIN-AIR SUPPER

e been to a gay cocktail party s we leave, get carried away and ır other guests to come home with supper. This is what we'll have:

al Fricassee and Curried Biscuits
eas with Butter and Summer Savory
(all from freezer)
ple Chunks (canned) with Pineapple
bet (freezer) and Crême de Menthe
Coffee

container of fricassee is put into a owl of hot water for about 15 min- loosen the contents, which are then heated in a double boiler. The biscuits are baked right from the freezer. The peas cook quickly and the can of pineapple is put in the freezer compartment of the refrigerator to chill while the rest of the meal is being served.

4. FAMILY BREAKFAST SUNDAY BEFORE CHRISTMAS

Chilled Grapefruit Halves with a touch of Brandy
Ham and Eggs Goldenrod
(from freezer)
Toasted Briôches and Jam
Coffee

The day before, I'll take a half pint of cream sauce and a package of cubed baked ham from the freezer and put them in the lower part of the refrigerator to defrost. I'll also hard-cook eight eggs. Sunday morning the eggs (all but two) are sliced and combined in a shallow baking dish with the ham and cream sauce and a dash of Worcestershire. It's heated thoroughly and just before serving, the other two eggs are riced over the top.

5. SUPPER DAY AFTER CHRISTMAS

We're pretty tired, but still have two relatives in town so we ask them to come in for supper on their way to the train.

Cold Sliced Turkey
Cranberry Sauce
Scalloped Corn and Onions
(from cans and freezer)
Green Salad
Strawberry Tarts (freezer)
Coffee

Combine two cups of freezer cream sauce, two well-drained cans of corn niblets, and a good-sized can of small white boiling onions, also well drained. Season with salt and pepper, grated onion and chili powder, top with buttered crumbs and bake in a moderate oven until brown and bubbly.

My cooking was divided into three sessions. The first one went like this: 1 ham, cut in half and baked. Borsch. Oxtail Soup. Plain heavy brown stock. Chocolate brownies.

First of all I had the butcher cut a good-sized ham in two. I baked both halves according to directions on the wrapper and basted them with unsweetened pineapple juice, leaving them unscored. When baked, the larger or bottom end was cooled and wrapped for the freezer so that I could re-heat and decorate it for either a family or party dinner. The meat from the other half was cut off and packaged several different ways, both for recipes calling for cooked ham and to use cold in slices. I ground enough to make three cups, putting two cups (for ham loaf) in one package, and one cup (probably for ham and spinach soufflé) in another package. Slices were packaged in amounts to serve four. Some was cubed and put into one- and two-cup packages. Odd bits were cut into julienne strips for chef's salad and garnishes. I left a generous amount of meat on the bone and put it away in the freezer to await the lentil soup pot after the holidays.

By making all the soups at once I was able to use a No. 10 or restaurant size can of bouillon as the basic stock. Here are the recipes:

Oxtail Soup

4 ox tails, cut up by the butcher
6 tablespoons butter
½ No. 10 can (about two quarts) concentrated bouillon
2 quarts water
Generous handful of parsley
4 sliced carrots
2 sliced potatoes
4 stalks celery
1 tablespoon M.S.G. (monosodium glutamate)
2 teaspoons salt
8 peppercorns
1 teaspoon thyme
1 teaspoon marjoram
2 bay leaves
2 teaspoons Worcestershire sauce
3 to 4 tablespoons sherry

(*Please turn to page* 193)

How to be a guest at your own cocktail party

A famous host, who knows at firsthand the tribulations of the cocktail party giver, solves the problems with premixed drinks, lots of ice, and a line-up of pitchers

By Victor Bergeron

Known to his friends as Trader Vic

We were sitting around chewing the fat with a group of friends the other night when someone mentioned that the cocktail season was well upon us. Everyone groaned in unison. The remarks that followed all added up to the general opinion that while cocktail parties are a necessary evil, most of them are stuffy, cut-and-dried and boring. One of the group observed that you only invite people to cocktail parties when you don't think enough of them to invite them to dinner. That's a pretty rugged way of putting it, but just about 90 per cent right.

However, we Americans travel so much and meet so many people who, consequently, have to be entertained that the cocktail party seems to be the best solution. We meet so many people in the course of our busy lives whom we'd like to entertain (*Please turn to page* 166)



"Gadroon" pitchers and tray, Community silver plate by Oneida; glasses by Baccarat; antique tole jardiniere, courtesy of Elinor Merrell.

PHOTOGRAPH BY GEORGE LAZARNICK



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HOW TO BE A GUEST AT YOUR OW COCKTAIL PARTY

CONTINUED FROM PAGE 164

that if we tried to do it at dinner we'd be having dinner parties every night of the week. Then, too, there are a great many young people, just getting started in our complicated financial world, who can't afford big dinner parties but who do like to do a little entertaining and cocktail parties are just about the only way they can do it.

Cocktail parties can be a lot of fun if they are handled properly and done differently.

The purpose of all this verbiage is to tell you how easily you can handle the most important part of a cocktail party, namely, the drinking part. But before I go on I want to put in my two-cents' worth about food. I'd suggest two simple but good *hors d'oeuvres*, one hot and one cold, well prepared and well served. Better than that, have a sideboard affair—sort of a free lunch—composed of interesting cold things, unusual breads and crackers, sliced smoked meats or fish, and a few piquant, tangy mixes. Then let everyone make his own.

NOW to get down to the liquid fare. Some of us can afford bartenders and waiters. There are lots of us who can't. Even for those who can afford it, such extra help isn't always available or satisfactory. If you live in the country or a small town you just have to do the best you can, so what I have to say can well apply to those in either group.

Usually victims of a cocktail party are plied with "Scotch and" or "Bourbon and" or possibly Martinis and Manhattans. Whichever, somebody has to busy himself out in the kitchen mixing drinks and washing glassware. Sometimes the drinks are too strong, sometimes too weak, sometimes there's too much vermouth and sometimes there isn't any at all. The drinks are hardly ever cold enough, and what's more nauseating than a lukewarm cocktail?

When I see people knocking themselves out making drinks in the kitchen, with buckets of ice sitting around, opened bottles strewn all over the drainboards, puddles of water and bottle caps on the floor, empty glasses stacked around, and lemon peel and garbage in the sink, I get the willies. There's a much easier way to do it, no matter who is mixing the drinks.

My idea is to mix your cocktails ahead of time. Then have a great big tub of cracked ice r can buy it already cra the ice company—and th big pitchers on hand. O fill with Martinis, if you try to get away from cocktail-party drinks. Tr Mint Squashes, or Daiqu change. There are any simple cocktails made rum, or bourbon which appeal. But whatever you your pitchers with premix cocktails and pack the ice to keep them frosty c the pitchers refilled and around and there you hav it simple and gay and fu Just don't complicate it.

You can even have sn big enough to keep a pit iced, placed about the liv or whatever room you' bearing big signs: "This lets"—"Get your Martini "This one for Daiquiris,' everyone help himself. It things bright and improve versation.

THESE tubs can be deco Get yourself some g iron tubs or lard tubs fro meat packing plant and p to suit your color schem season. At holiday time green, gold or aluminum add to the festivities. If to get real fancy, you c felt slip covers for them a them with sequins, Christ orations, and all kinds o fun things. Just be sure tubs are set firmly or corner so that no one ca them over, and be sure placed on something to al moisture which will accum the sides of the tubs and blings which are bound A good padding of blottin or newspaper under the t is a big help.

The important thing to mind in premixing your is that the contents must erly mixed and diluted w cient ice beforehand.

You have to shake or s cocktails with the proper a ice for the proper dilution though you were making in drinks, and then pour th containers to keep cold. don't, they'll be too stro your guests will drop like a fog of DDT.

(Please turn to page 1



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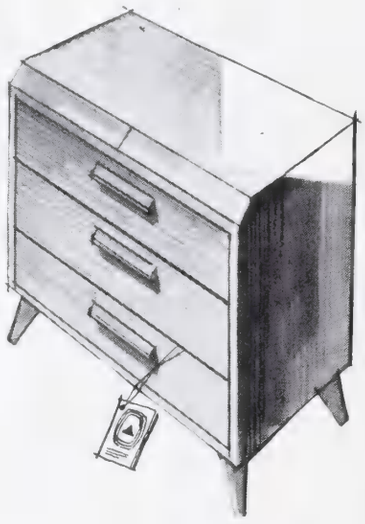
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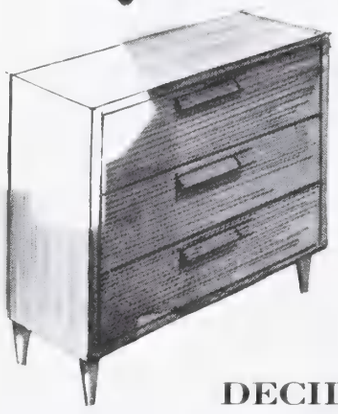
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HOW TO BE A GUEST AT YOUR OWN COCKTAIL PARTY

CONTINUED FROM PAGE 166

So just sit yourself down in the early afternoon or the night before the party and start making cocktails. Get yourself a good formula and proceed the very same way as you would if you were making just one round of drinks for a few friends before dinner. Make them up, stir or shake them with ice, get the proper dilution, and then strain them into glass containers.

And don't get the idea that cocktails made this way won't taste just as good, or that the flavor will be marred. There's no reason why a cocktail made the night before won't taste just as good or better, providing that it is made right in the first place, is diluted properly—not too much—and then sufficiently chilled. If you think that big hotels make all the drinks individually when they're serving from 250 to 500 people at a big dinner party, you're crazy.

Just remember to use enough ice in your premixing. In making Gimlets, for instance, you are going to mix a fifth of gin with a bottle of Rose's Lime juice, but you must also use as much ice as you would for 25 or 30 Gimlets, so get yourself a big container and a big paddle to stir them. If it's a drink that can be shaken or whipped, use a blender and make a blenderglassful at a time. You can even make Old Fashions by the dozen or so and store them.

There are quite a few drinks you can serve at cocktail parties that are not cocktails as such. Punch is always simple and easy to make and has a lot of appeal, especially to the ladies. A good friend of mine, a prominent surgeon, always has a punch bowl full of Zombies at his cocktail parties and this seems to account for about 50 per cent of the drinking. Also takes the pressure off whoever is stuck with the drink mixing.

Now for some recipes for drinks which can be mixed ahead of time and served from pitchers or punch bowls. Just make note of these two points: The cocktails to be served from pitchers are to be mixed with ice when you make them, chilled, and then set in ice to keep icy cold. The punch recipes, while not so strong, are *not* diluted with ice beforehand and must depend on ice in the punch bowl for dilution and chilling. That's the difference, so take your pick and have fun at your own party.

Gimle
(20 cock

1 fifth gin
2¼ cups (or 20 oz.
Rose's Lime Juic
2 quarts cracked ice

Pour over 2 qua
ice. Shake, if po
vigorously about a
half; strain immedi
age containers (Th
glass containers) a

If you happen to
of large Thermos j
row or rent some th
ful for keeping yo
Otherwise, try to r
mixtures. If this
you'll just have
pitchers of drinks th

Bacardi Co
(25 cockt

1 fifth Bacardi Rum
Juice of 12 large lim
4 teaspoons grenadin
2 quarts cracked ice

Pour rum and li
grenadine over 2 qua
ice and stir vigor
minute with large la
mediately into The
glass jars. Seal tigh
erate. Serve from ic
nice touch is to ha
sliced limes, sliced
possible, for gar
Bacardi, Gimlet, and
tails. A bowl alongsi
with a small fork f
vites everyone to he

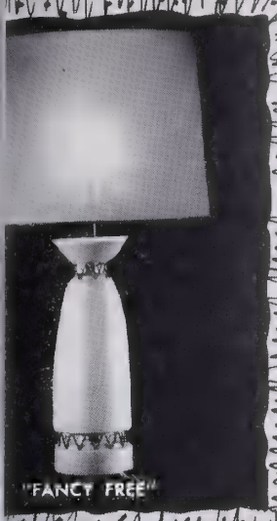
Martini
(20 cockta

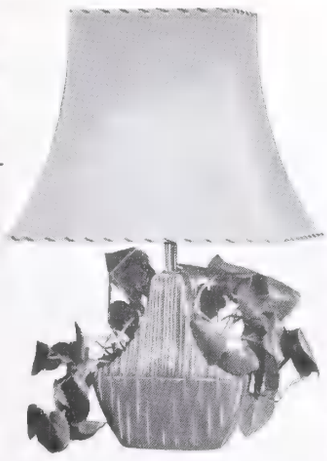
1 fifth gin
10 oz. French Vermo
1 teaspoon Angostura
2 quarts cracked ice

Pour gin, vermout
over cracked ice in la
Stir about one minu
immediately into stora
from pitcher which
bedded in ice. Have
of lemon peel or stuf
cocktail onions stuck
picks so guests may
selves.

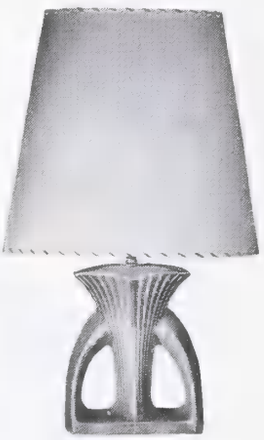
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only two pitcher drink

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"GARDEN"


"GAYETY"

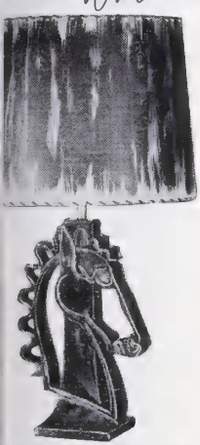

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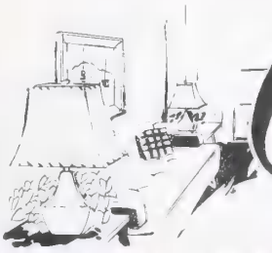
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Beautiful

Bradley

Lamps





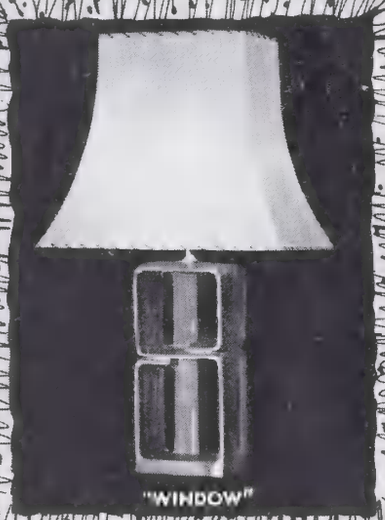
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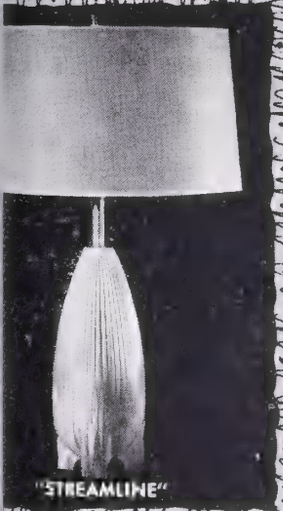
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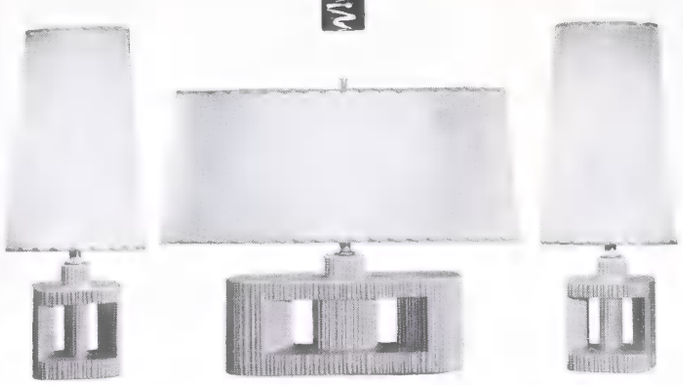



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MANUFACTURING COMPANY

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Both Cabinet and Chair are remarkable for the warmth and figure of the solid Cherry Wood . . . for the beauty of the famed Stickley finish . . . and for the tightness, solidity and durability of the Stickley interlocking construction.

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Cherry Valley WORKSHOPS

STICKLEY

OF FAYETTEVILLE, N. Y.



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HOW TO BE A GUEST AT YOUR COCKTAIL PARTY

Continued From Page 168

recipes for which do not call for dilution by ice ahead of time. They should be served cold and poured over ice in Old Fashioned glasses.

Dubonnet Cocktails
(25 cocktails)

1 fifth gin
1 fifth Dubonnet
Rind of 1 lemon
2 quarts cracked ice

Put lemon rind in with 2 quarts of cracked ice. Pour gin and Dubonnet over ice in large container, stir thoroughly, just bruising peel to extract the oil. When mixture has been stirred for one minute, strain immediately into storage jars. Serve from iced pitchers.

Manhattans
(20 cocktails)

1 fifth Bourbon whiskey
10 oz. Italian Vermouth
2 teaspoons Angostura Bitters
3 teaspoons Maraschino cherry syrup
2 quarts cracked ice

Pour ingredients over cracked ice in large container. Stir about 1 minute and strain into storage containers. Serve from iced pitchers, which have been embedded in ice. Have bowl of maraschino cherries, preferably with stems on them, near tub containing pitcher.

Daiquiri Cocktails
(25 drinks)

1 fifth light Puerto Rican rum
2 six-oz. cans of frozen, sweetened lime juice
2 quarts cracked ice

Pour rum and lime juice over 2 quarts of cracked ice. Stir vigorously about one minute and strain immediately into storage containers. To be poured from iced pitchers into cocktail glasses.

Cranberry Cocktails
(16 drinks)

1 fifth Vodka
1 pound can cranberry jelly
8 oz. frozen sweetened lime juice
2 quarts cracked ice

For this you'll need an electric beater or a blender. Blend cranberry jelly with frozen lime juice then pour it over 2 quarts of cracked ice. Add Vodka and stir vigorously about a minute and one-half. Strain into s Thermos jugs. To l iced pitchers. This r holiday drink—col licious.

Old Fashi
(16 drin

1 fifth Bourbon whi
2 teaspoons Peychau Bitters
Rind of one lemon
3 tablespoons sugar
1 cup water

Mix bitters, suga peel and just bruise oil; add water and well. Strain and When ready to u Fashioned glasses ar a tub of cracked ice handy, and a bowl cherries. Drop seve ice in Old Fashione 1½ to 2 ounces of mi over ice and serve.

Mint Squa
(25 drink

1 fifth Bourbon whis
3 teaspoons Peychaud Bitters
1 fifth (25 oz.) plain
3 tablespoons sugar
6 or 8 large sprigs o

Mix the bitters wi water, and mint, brui to extract the flavor; whisky. Let stand at hour to develop the then strain into jars. to serve, pour mixture and embed them in Have sprigs of mint f drinks. Set Old Fash around tub of ice an tongs so guests may selves to ice and pou

We come now to kind of punches to cocktail parties. Th mixed ahead of tim chilled, and are po block of ice in a punc

Brandy Pu
(Makes about 40

1 lb. sugar
1 fifth lemon juice
1 fifth cognac
2½ fifths sauterne

(Please turn to p

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This is the year of years . . . the Christmas she'll remember forever . . . the day you give her Heirloom* Sterling. Surely no other gift you choose will be so rich in loving associations for all the years to come!

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Mansion House



Lasting Spring





Stanton Hall



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Heirloom Sterling

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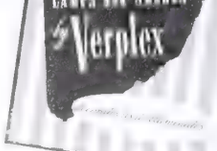


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THE Verplex COMPANY

at Essex, Connecticut

Manufacturers of Fine Lamps and Shades

GIVE SOMETHING BEAUTIFUL

CONTINUED FROM PAGE 133

the thing *is* a super-machine for sitting; we don't like its looks. Then we sit down, and we make another disquieting discovery: The chair is almost as uncomfortable as it is ugly. And so, feeling cross and ante bellum, we go looking for a designer who pretends to be an artist instead of an engineer.

WHY? Why does our experience in buying furniture head up so frequently into the formula "Beauty begets efficiency" instead of into the more chic "Efficiency begets beauty"? Why are handsome chairs in fact usually comfortable, and ugly ones, even if designed by scientists, so often uncomfortable?

Well, it isn't so, say the dogmatic modernists; it's simply that we have been conditioned by period stuff. (Recently, I was told by an International Stylish salesman that I merely *felt* ill at ease in his chairs. Indeed!) Ah, say the moderates, it's just a verbal difficulty: Science and art are really the same thing; handsome is as handsome does.

I like both of these answers on certain days, although both are evasive. We are all cultural laggards, we *do* need to get rid of our stock responses if we are to enjoy living in our own century, and we can still profit from the ancient functionalist warning that gingerbread is bad art because it's bad science. And certainly our houses and furniture should be designed by men who know how to use the slide rule.

But I think we are in danger of assuming that the tools we use know more than we do. The trouble with the slide rule, for instance, and with its arrogant friends, is that it and they never seem to have any illuminating hunches about human beings. Their data always needs to be corrected by the emotions of craftsmen who are also artists.

And the real explanation for our finding beautiful, *artful* chairs more comfortable is quite simple: They appeal to the eye, mind, and the heart as well as to the body. The theory of some modern designers that all we do in chairs is *sit* is insulting and—if we accept it and the designs it spawns—eventually degrading. It's like saying women wear clothes just to keep warm.

Naturally, we want our houses and everything in them to be functional; we can't live in art galleries. But we can't live in factories either. There is a level of family which the home, without bu from its scientific base, begin to affect us in the w works of art do: it should, in words, intensify our awaren human values. It should—let be timid about this—buck u loving domestic hearts ever in precisely the same way the beauty of the Coro bucked up British patriotis June.

If our rooms, chairs, tables and curtains do not do this, i are not beautiful, they ar functional. The first chec argument for beauty is that immeasurably more efficien human terms, than ugliness new-fangled sort of dim es neutrality.

And there is another arg which is perhaps even more te Beauty is one of the best pre tive agents man has so fa covered. I know that the wei prosaic and even poetic opin against me here, but I thin men of letters generalize to quently from the mortality among roses.

Checkbook in mind, consid evidence. Our museums are f pots, pans, chairs, and tables have been saved from the junk for centuries by their form colors. As a matter of fact, ug is so destructive of objects, a good esthetic surface so pre tive that we often imagine m enly that the household war the past were on the average more "artistic" than our own. of the sentimental criticism o industrial civilization is just a conscious tribute to the dura of pure comeliness.

NOR ARE material objects only things preserved by be It is not an accident that al great religions which have pers for any appreciable length of are associated in our minds great traditions in the plastic I am not suggesting that art a can account for the survival of faiths—the relationship betwee ligion and esthetics is recip and very complex. But it is diff to believe that France, for exan would be the Christian nation is today if Chartres and a thou other Gothic marvels had n existed. Undeniably, beauty serves human values.

You see where I'm going.

(*Please turn to page 175*)

ree Gifts of Glass they'll be glad to get



ALL MIRROR of Pittsburgh Plate Glass is one of most appreciated gifts. Whether for the bed- n, as shown here, or for the living room or ng room, its practical decorative appeal will pleasure to the recipient. For Pittsburgh ctural Wall Mirrors add beauty, color and r to any room . . . create an illusion of greater e. And the cost is much less than you think. rior Designer: Miss Elizabeth Whitney, D., Chicago, Illinois. Furniture by Consider Willett, Inc.





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MELMAC is a registered trade-mark of American Cyanamid Company, N.Y. 20, N.Y., supplier of MELMAC Molding Compounds to manufacturers who fashion high quality dinnerware in a variety of designs and colors. Florence by Prolon, shown here, is an exclusive design of Prolon Plastics, Florence, Mass.

GIVE SOMETHING BEAUTIFUL

CONTINUED FROM PAGE 172

t any analogy between
of a cathedral and the
your new house would
ed, if not impious. But
e cynical jokes about
and "gracious living"
ious consumption have
there remains a fact
annot afford to ignore:
uty preserves domestic
who knew that a thing
is emphatically *not* a
was being quite con-
he wrote: "Love in a
ater and a crust, is—
e us!—cinders, ashes,

a very heroic attitude,
the one we all adopt
young and intuitively
ove, and not rationally
at is it, for example,
newly-married couples
surprising and touch-
asm for the classics?
hem to re-reading all
are together, and to
ut together buying Mo-
and Cezanne reproduc-

desire to impress each
themselves, no doubt.
preening. But I think
sort of defense reflex,
tinct for conservation.
. There is an intuition that love keeps best when wrapped in beauty.

Or perhaps there is an impulse even more fundamental to human happiness involved. Love, when it is not checked by bogus common sense, tends naturally to surround itself by its images, to reproduce itself, and the result—whether it's a child or an evening of music or a home—is usually a good so complex that we don't try to analyze it. We just say it's beautiful.

AND at this point in our argument with the narrow utilitarians—on the brink of what may strike you as mysticism—we ought to pause. We don't want art for art's sake in our homes. Burning with a hard, gem-like flame is no substitute for having a modern heating plant.

Then we may as well take the plunge and admit that, faced by a sheaf of house plans which are going to absorb a big chunk of our savings, we had better assume that the good is indivisible. We can't skimp on formal beauty—the form and color of a chair, say—without running the risk of skimping to that extent on efficiency, durability, and even love. And—look, there's Plato with your checkbook again—and with a Christmas list!

W TO BE A GUEST AT YOUR OWN COCKTAIL PARTY

CONTINUED FROM PAGE 170

ar in a gallon jug and
ion juice. Shake until
roughly dissolved, then
gnac (a good domestic
do). Fill gallon jug
sauterne or any good
(about 2½ fifths). Mix
ll. At serving time pour
piece of ice in a punch
be garnished with fresh
in cocktail glasses.

Tongas
s about 30 drinks)
range juice
n juice
limes
adine
t rum
o

pour over ice. Serve in
ocktail glasses.

Seminole Punch
(Makes about 25 drinks)

2 fifths chilled domestic champagne
1 quart fresh chilled orange juice

Pour over cake of ice in punch bowl. Serve in cocktail glasses. This is a mild concoction but pleasant and smooth.

Zombies
(Serves about 50 drinks)

1 fifth dark rum
1 fifth light rum
1 fifth Curaçao
1 fifth lemon juice
1½ fifths orange juice
¼ cup grenadine

Mix and pour over ice. Serve in cocktail glasses. Allowing about 3 ounces to a drink, this will make about 50 drinks.

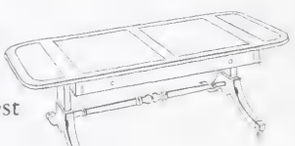
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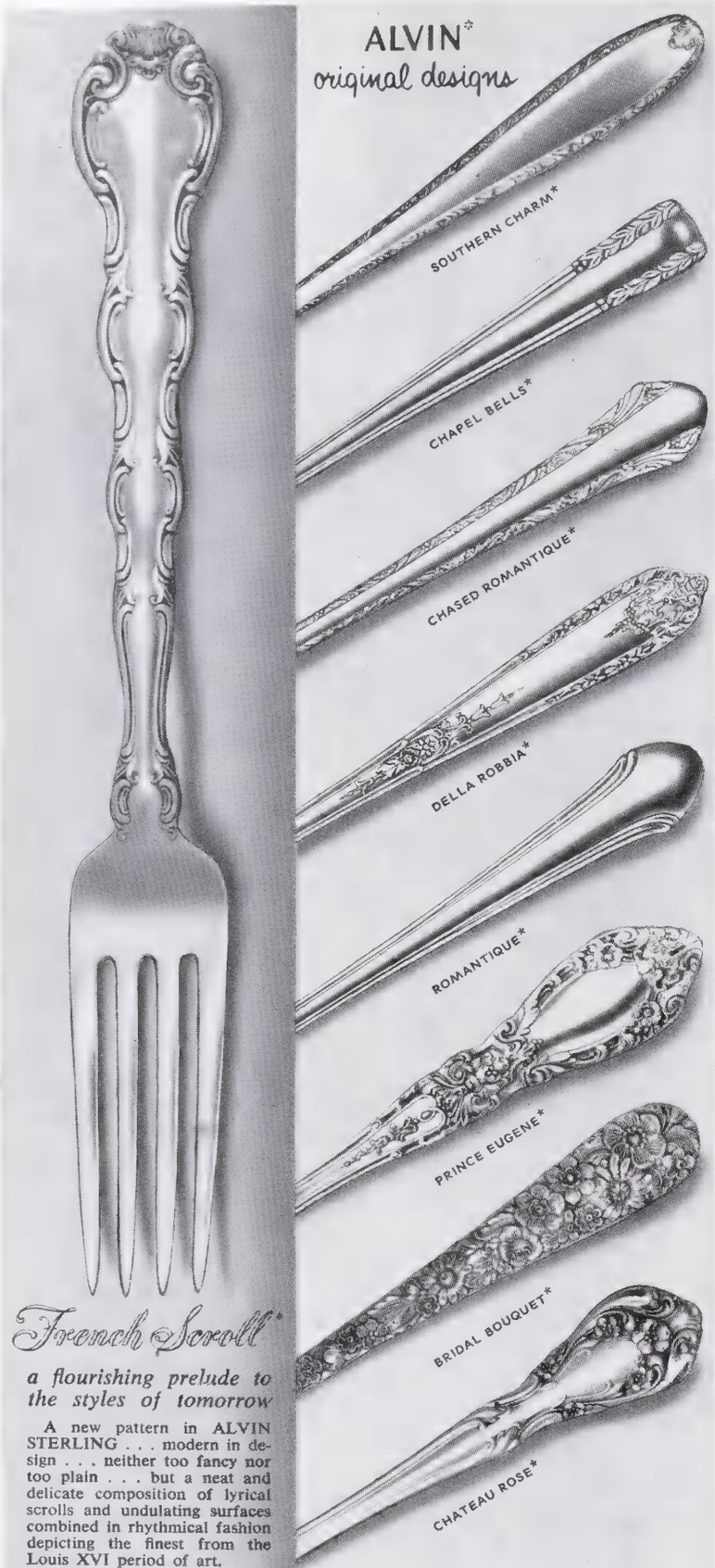
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No. 5366 Mahogany Pembroke Table. About $63.*

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HOW HI IS FI?

CONTINUED FROM PAGE 151

The record collector has passed an important point in his education when he recognizes that what he is dealing with is an *illusion*, in which his ears must play their own active part, along with the record and the equipment.

Horowitz and the NBC Symphony would not be comfortable in your living room, any more than they would be in mine. The task of the record-maker is to produce the kind of approximation that gives us enough of the experience to be convincing but not so much that it is overpowering. This, to be sure, is a tricky distinction but one whose existence has been demonstrated often enough to persuade us that it could be done more often, if not every time.

Into the making of this illusion goes more than good will and fond hopes. There has to be on magnetic tape a workable replica of the original with all the values in balance. Engineering skill can do many things in what might be called the "cosmetic" aspect of prettying up a tape with insufficient "natural" coloration, but it can't alter basic conformations. When the processing has produced a disk which can withstand successfully the scrutiny of an A-B test—the sound man's equivalent of the "blindfold" test for cigarette samplers, in which the point of perfection has been reached when the listener cannot distinguish tape from disk and vice versa—it has given us the most of fidelity that it can from the original.

OF THE thousands of LP's I have heard since my introduction to this new world of sound (via Fritz Reiner's performance, on Columbia, of the G Minor Symphony of Mozart with the Pittsburgh Symphony Orchestra) an honorable quantity are firmly fixed in mind as "high fidelity" with qualifying ifs or buts. Whether the individuals involved would concur is an interesting speculation but hardly a relevant one. They, as performing musicians, are concerned with one kind of illusion. I, as a listener, am in quest of another kind of composite. Each of us has areas of specialized perception, and they are not likely to be the same. A highly sophisticated sound engineer told me recently that, after thousands of hours with conductors of all sorts, he had come to the conclusion that what most of them consider a "good recording" is one in which nobody made a false entrance began and ended with mity, and the score, ductor conceived it, w represented. This, no result in a disk he without shame to a c it wouldn't necessaril on a graph of listenin

CARESSING sound, equivalent of sex physical glamour, is a of high fidelity as I don't grant that the fortunately incident t of the harpsichord mu to persuade me of Wa ska's mastery of Bach pains of an ancient o with a Handel concer offspring more beautif less interested in the even the best violinist he strikes a chord fo intake of breath is part of singing, but it any performer's versi bert's "Ungeduld" taking—for me, that usually hear it in the so why should I tole record?

The answer is, I d help it (sometimes th is so splendid that o blemish) and general it. If I am curious t response of a new pi the claims of an unfa er, I reach for what I of the best-balanced know of, a tricky cham —the London LP 62 the Amsterdam Cha Society's performance "Introduction and Allé bussy's "Danses Sac fane." Both sides are the brighter jewel is ing likeness of Rav shimmering harp, liqu sighing strings. If y can give you back, f the first twangy arp harp without muffle or count on it for almost it can't, don't blame t fault is elsewhere.

Another paragon o sort is the one that kowski has produced sky's "Nutcracker" s Victor LM 46. This is versions now availab playing disks, but no much to make the pl so audible. The tech

(*Please turn to p*

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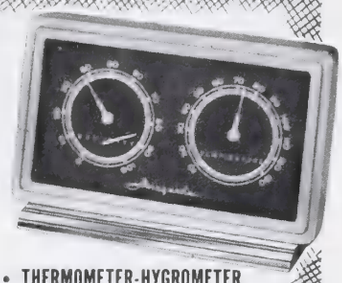
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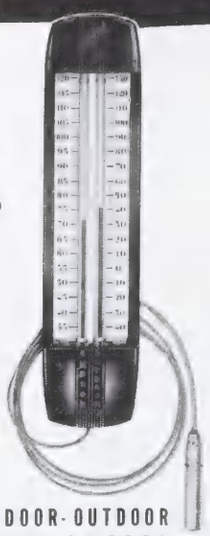
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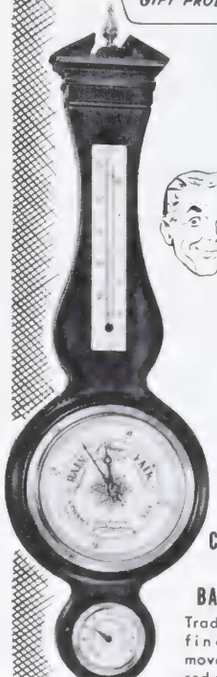
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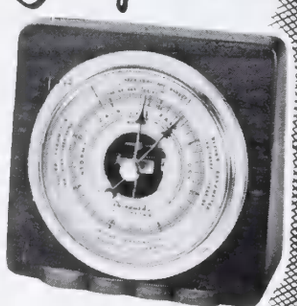
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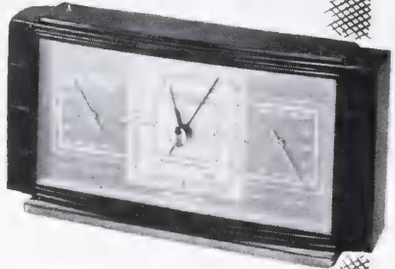


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HOW HI IS FI?

CONTINUED FROM PAGE 176

may talk about single versus multimike technic, of the relative merits of one "channel" versus several.

To my mind, this is a prime instance of confusing cause and result. I would compare it with the exhibits in a photographic magazine, which tell us in detail the light conditions, exposure, kind of film, etc., utilized for a superb picture. But one has to be interested in the results before one cares about the means. Whether Stokowski made this with one mike per instrument, or one for the whole band, it is provocative and stimulating listening—which is as much as one can reasonably ask of any record.

WHAT might be called "The Case of the Open Door" introduces us to the mystery poised by another favorite of mine in the realm of exceptional sound. This is a sumptuously rich, cleanly detailed replica of Berlioz' "Symphonie Fantastique," as recorded for Columbia by Eugene Ormandy and the Philadelphia Orchestra (ML 4467).

I encountered it in the routine of record listening, which is the lot of any reviewer, and was struck by an openness, a vibrance, and a clarity of sound not at all common. I have since heard it in the same company's issue from the same source of the Second Symphony of Rachmaninoff, the Sibelius "Lemminkäinen's" suite, the Tchaikovsky Fifth, etc.

Inquiry revealed no special circumstances or technics to account for the notable results. Eventually, someone recalled that, for a change, all the doors in the Academy of Music had been opened (perhaps accidentally) before this particular "take." An unlikely story? But as good as any to explain a singularly fine-sounding disk.

All of us have wondered from time to time why an engineering team which has produced one fine recording in a certain hall with a particular orchestra can't do as well on every try. Perhaps they could if they recorded the same music over and over again. But the acoustical arrangement that enabled Mercury to make a persuasive thing of Rafael Kubelik's conducting with the Chicago Symphony of the Ravel arrangement of Moussorgsky's "Pictures" (Mercury 50000) and an impressive one of Tchaikovsky's Symphony No. 4 is far from ingratiating in the first symphony of Brahms (Mercury 50007). Perhaps Chicago's Orchestra Hall is less symphonic to Brahms than it is to Mozart, Ravel or Tchaikovsky; but we must also not forget the analogy of photograph. Was the hall well lit, as clearly in focus as others? The results suggest otherwise.

In a somewhat similar vein, brand names have come to be identified with pronounced characteristics of reproduction of certain types of the literature. Westminster has done brilliantly with Prokofieff's Scherchen's conception of Prokofieff's "Ilya Mouremetz" (WL 5210) and its validation in the conductor's version of Prokofieff's "Lt. Kije" suite (WL 5091) is as necessary a part of the well-equipped demonstration room as a stroboscope is to determine whether a turntable is revolving at the proper speed, but there is little doubt that the brand name is most significant where chamber music is concerned. I think particularly of the Mozart "Forellen" quintet on Westminster with Paul Badura-Skoda and Vienna Quartet (WL 5025) and the recent release of the Mozart clarinet quintet played by Leopold Wlach and the particularly fine Vienna Symphony quartet (WL 5112).

There is a good deal of music, interpretatively, for example, in the Kolisch-Rosenstein-Feuermann-Heifetz recording of the Beethoven "Archduke" trio (RCA Victor's Collector's Edition (LCT 1020), but as recorded the sparkling piano, soaring violin, eloquent cello, Westminster's (WL 5044) incredibly well with Jean Pougnet (violin), Badura-Skoda (piano) and Antonio Janigro (cello).

YOU can look to Vanguard for table reproduction of the finest music (principally such things as Mahler songs with orchestra (Vanguard 421, or the "Lieder aus Jugendzeit." Vanguard 422).

The truth is, it doesn't take any magic to turn out a fine recording, any more than it takes golf skill alone to make a hole in one. It is usually done by a lucky combination of circumstances, or mere coincidence, or application and knowledge. Speaking again in golf terminology, the singular "ace" does not necessarily prove anything. Over 18 holes you can score par, or even better, on each round, then you're not human. The same may be said of recordings.

(*Please turn to page*



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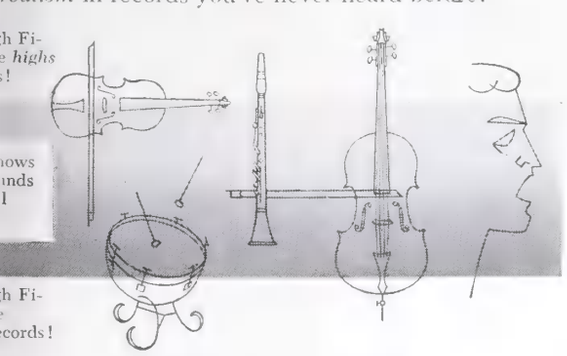
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Beethoven: Concerto No. 5 ("Emperor"). Horowitz, pianist

Tchaikovsky: Aurora's Wedding. Stokowski, conductor

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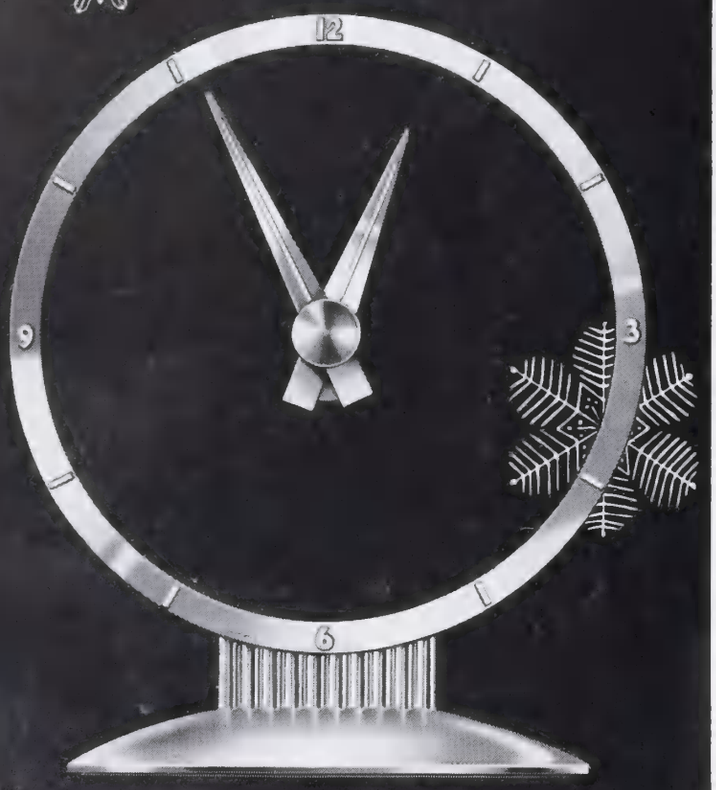
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HOW HI IS FI?

CONTINUED FROM PAGE 178

panies which produce *uniformly good* records as a matter of course. In such context, the *whole*-in-one (as the records cited in this survey may be described) has a different connotation altogether, representing the direct hit in a series of near misses that are taken as the norm of marksmanship in these highly proficient times.

Something depends, too, on how much of the whole you are attempting to convey in one recording, especially when it comes to opera, where "fidelity" might range from a beautifully-sung "Nozze di Figaro" of Mozart, which *lacks* the integral recitative (Columbia SL 114) to a lush-sounding *Manon* of Massenet, in which the spoken voice of a narrator has been intruded (London LLA7) into the music. The reasons for discrimination here are clear: Neither will do in any ultimate sense.

ON THE other hand, there can be no such finicky distinction drawn between the *Carmen* on Columbia SL 109, which gives a lively sense of drama by the sound effects "built into" the performance in Paris's Chatelet Theater, and the superbly disciplined one on RCA Victor (LM 6192) which concentrates on a swift-moving, vivid recreation of the orchestral and vocal parts. For that matter, as a pertinent instance of "How Hi is Fi?", the Toscanini opera recordings (made from radio broadcasts) would hardly rank as models, beginning with *Traviata* (LM 1115) and noting the progress made with *Bohème* (LM 6006) to the recent *Otello* (LM 6107). However, the last of these marks a notable high point in the kind of artistry that can be embodied in permanent form on dis or not it ravishes the ea

As in the Ninth Sy Beethoven (LM 600 Cherubini Symphony 1745), the appeal of riences is not merely a lica of the objective o a totality involving all especially Toscanini "hi fi" switches here f straction to the most kind of music making today.

If this is unorthodox simply conveys my imp much of what is perpet name of high fidelity when it is prefaced by fying "ultra" or "sup ever one element in a composite is stressed— a phonograph record three-D film—one can certain that somethin been slighted. In the ultra hi-fi products, i certainly the music, performances of Str hann) "Voices of Spr sounds like "Le Sacr temps." I have lived to recorded sound and parade of passing fa back on itself too ofte such hi-fi jinks as m booby trap for the unw

BUT if it is "Sacre du you want, there is a s by Ernst Ansermet and Romande Orchestra (303), and if it is the Strauss that you fancy, of several records ma Vienna Philharmonic and Clemens Krauss (454 is especially vernal

At the risk of soundi

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I refrain from includ-
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lharmonic (Columbia
e is a ringing richness
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engineer's delight, just
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ssi Bjoerling gives an
n of reality to his por-

tion of the excellent *Pagliacci* (RCA Victor LM-6106) in which he sings Canio. By contrast, all the buoyant richness of London's recording of the same work (London LL 880-881) makes us wish, merely, that Mario del Monaco had more than one stop—the *vox pop*—with which to vary his powerful organ.

Perhaps the most gratifying by-product of the listener interest that has produced the hi fi awareness is the simple fact that one can be as choosy as one will, and still find more new and not-so-new recordings than the average person could buy in a year's time. It is not without point here to recall Hazlitt's remark that whenever he was tempted to read a new book, he picked up an old one.

That is to say, it is not always the newest "sensation" that will give the listener just the sensation he craves. Recording has become stabilized at a very high point indeed (several of the items listed above have been in the shops for two or more years) and current "refinements" may or may not be improvements. Sure, the audio content should be "hi": but satisfy yourself, too, that the musical values are "fi."



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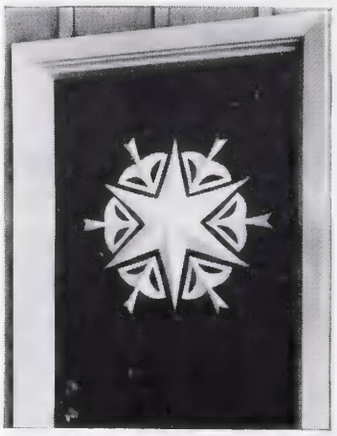
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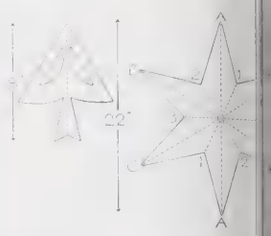
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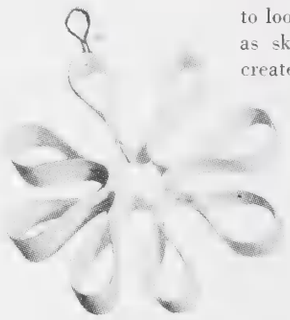
START WITH SOMETHING YOU HA

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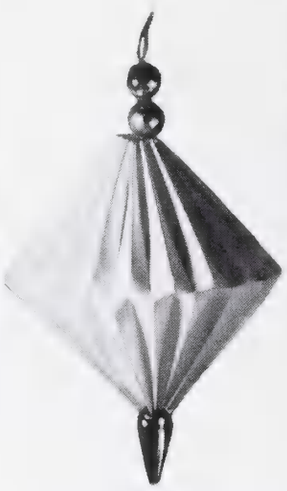
For a doorway star, first m
newspaper pattern of a six-p
star, 22" tip to tip. Foll
this pattern, cut out a st
Strathmore 2-ply paper. W
dull knife, score the star
top side along lines A, B, a
as marked on sketch. Sco
reverse side along lines 1, 2, and 3. Gently press these scored
into slight crease, and you have a molded-looking star. Darts are
by folding a 6" x 8" sheet vertically and cutting out in arrow s
To hold parts together, run thin wire through star tips and dart sh



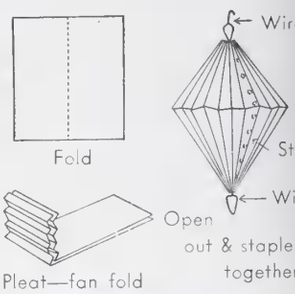
Make this sunburst wi
half-inch-wide paper, b
to loops and stapling th
as sketch shows. Exp
create your own shapes

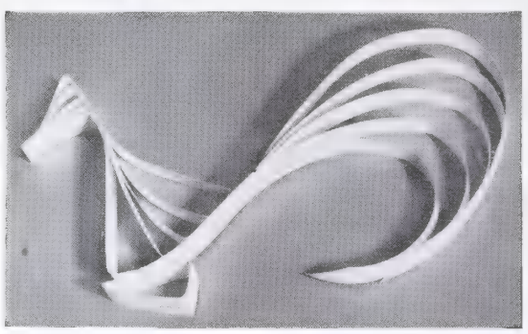


SKETCHE

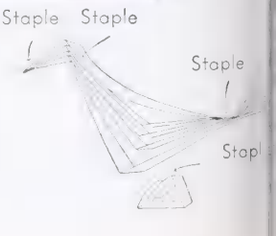


Lantern is a sheet of paper, folded
vertically, then evenly pleated in
fan folds. Open it out, staple edges
together, gather folds into shape.
Wire, strung through lantern,
holds baubles at top and bottom.





Rooster takes shape when you staple together five half-inch paper strips, crease them to form head and body, stapling them strategically at neck and tail. Feet are separate. Ideas come as you work.



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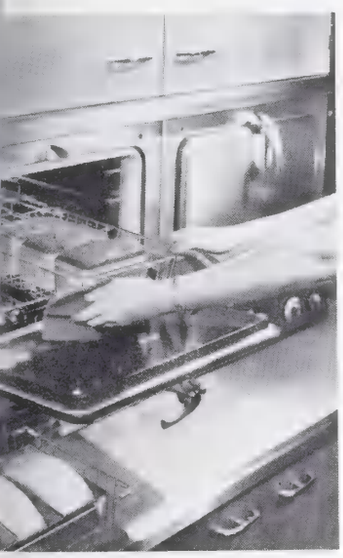
CONTINUED FROM PAGE 138

ir-conditioned work
ling all the modern ap-
u dream of: home
l refrigerator, dish-
l dishwashing sink,
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ns, a complete laundry
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of which the kitchen
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l building. And the
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of this room is the
—gleaming ovens,
hood. They are beauti-
bination with the rich
h cabinets. The walls
are sheathed with
rch plywood. The coun-
ced with natural wood
complete a harmonious ensemble the floor is covered with vinyl tiles in earth colors. You can lay these yourself and have a floor that's easy to maintain and kind to the feet.

All of these products are available anywhere at a fraction of the cost of custom work. And there are many other features in this scheme that will be useful to you in reorganizing your own kitchen. For one, don't forget air-conditioning. You can give yourself a controlled climate where it is most needed, and incidentally lower remodeling costs by eliminating hinged sash, screens, and hardware. Read what Henry Wright has to tell you about how to handle air-conditioning problems in a kitchen (page 139).

Make use of the flexibility of the handsome ready-made cabinet units. In part of this kitchen the units are spaced apart along the wall, allowing room between for

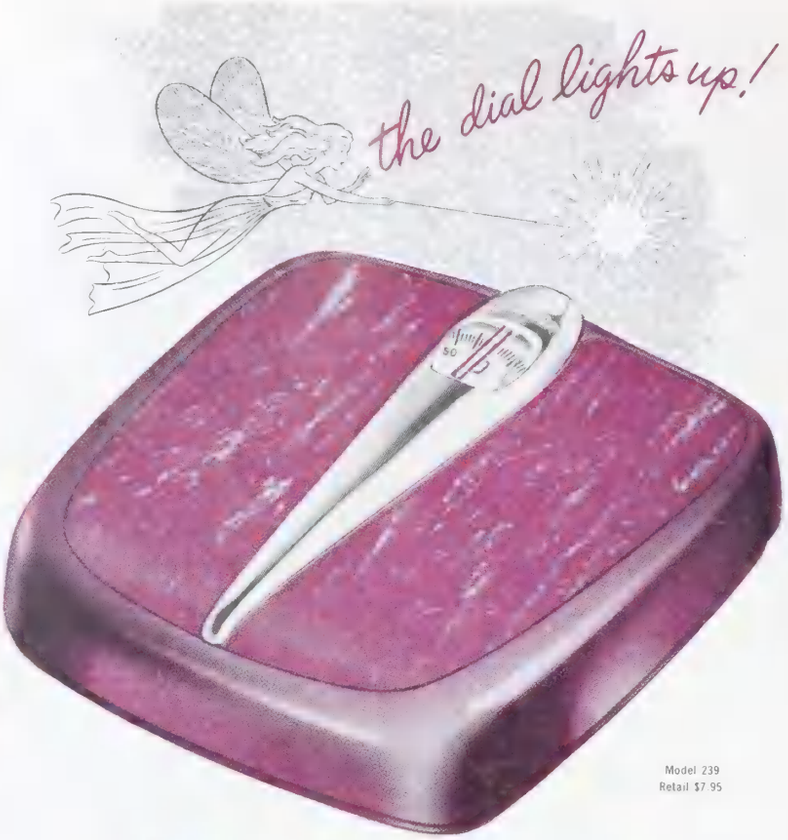
(*Please turn the page*)



Twin In-a-Wall gas ovens are installed at waist-high level for working convenience, flush with cabinets for good looks. Their antique copper finish harmonizes with natural wood of cabinets. Ovens have big capacity, though each takes a space only 24" wide.



inets come in
andard sizes to
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d arrangement.
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to individual
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tray file, tilt-
drawers, slid-
(not shown).
unters, "Novo-
lower cabinets.



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CONTINUED FROM PRECEDING PAGE





Built-in gas cooking top has fo burners and combination gri broiler. Latter is controlled b so there is no need to touch l rack. Entire unit has stainless-s antique copper-finish apron. I into counter at convenient waist-

glass down to the counter level, and below, convenient knee space for sitting at the counter to work.

Make the most of the space you have. In this kitchen you can see how the wall space between the counter and the upper cupboards has been used for little shelves behind sliding doors. The corner spaces under the counter are utilized for garden storage accessible from outside. The ovens and range are set into a storage wall composed of stock cabinets and devised to provide a convenient counter space below the oven doors.

Provide ventilation for all the heat-producing elements in the room. Here we have a handsome copper hood over the range, and also through wall vents for the laundry equipment, and a special shaft to carry away heat by the refrigerator and f

Skylights provide day the whole room and artif can be from the same so remember to use diffusin the lower panel and to ventilate the skylight spa

Most important of all, self enough space to incl at hand, all the equipr need. Choose your equipr the beautiful new produ able now to create not j ficient laboratory but a room.

Wood framing for exte (including studs, buildin shingles or siding, paintin sort used here costs ab per square foot of wall a crete floor on gravel fill, f

looring, costs about 55¢ foot. Regular roof area oximately $3 per square kylights approximately nare foot. Cutting an this size (fourteen feet feet high) through d construction, will be hborhood of $250, in- overhead beam needed g and finishing.

oler installed as shown 3: approximately $575. ood is about 75¢ per , and "Novoply" used ling doors (on counter- ts under standard over- ets) is 30¢ per square costs are variable.

Listed below are materials and equipment used to remodel the kitchen shown on pages 126-127 and 138-139.

Surface materials: Counter top of Westinghouse "Micarta," sliding panels above counter of "Novoply," plywood walls and ceiling, United States Plywood Corp., New York.

Flooring: "Gold Seal" VinylBest tile, Congoleum-Nairn, Inc., Kearny, N. J.

Appliances: Sink, stainless steel, Elkay Mfg. Co., Chicago, Ill. Range and ovens, antique copper finish, Chambers Corp., Indianapolis, Indiana. Faucet, "Dishmaster," Gerity-Michigan Corp., Toledo, Ohio.

Ventilator and hood: The "Aristocrat", Stanthoney Corporation, Burbank, California.

Cabinets: Curtis Companies, Inc., Clinton, Iowa.



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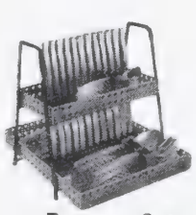
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THE ABC OF HIGH FIDELITY

CONTINUED FROM PAGE 143

He was afraid—with good reason—that the record could not take the amount of sound the orchestra was making. The record would blast, your needle would jump out of the groove, you would jump out of your chair, run to your dealer and ask for your money back.

So the shipwreck was tamed into a minor nautical accident. On the other end of the scale, if the pianissimo was too soft, you could not hear it at all. Drastic adjustments were necessary in dynamic range. Similar adjustments were made in radio broadcasts of music. Even today adjustments are still necessary. But these have now become far more subtle. And what you hear is a louder loud or a softer soft.

HOW did high fidelity come about? It got its great impetus when the use of tape became general in recording. Its development was aided by the perfection of more sensitive recording instruments, particularly finer, "sharper-hearing" microphones. Tape permitted the engineer to do a good deal of improving even *after* the recording had been made and the orchestra had packed up and gone home. The engineer learned by various tricks to emphasize solo passages on the tape, to increase brilliance of a violin passage, even to filter out certain undesirable noises. Today's records are being "edited" for better sound, with the artist's permission, of course. Sometimes the boys rather run away with themselves: They *over*-edit The resulting record may be startling but is in questionable taste. (See Heifetz's remarks on this subject, pages 144-145.) But never mind! The point is that tape-recorded records, well edited, undoubtedly sound more exciting.

Records themselves were changed. Instead of being made of shellac, they were now made of vinylite, a better material with a smoother surface on which the impressions of the grooves could be engraved more accurately. And now they turned around at slower speeds. 45 or 33 revolutions per minute instead of 78, which permitted not only the inclusion of more music on one side of the record but also a more accurate reproduction of the music.

Very well. Here we had better recording, better records. And everybody got very excited about the new "High Fidelity Records" and began to disprize the old 78 records that they had up until them.

But a record is not out a phonograph. A g played on a bad phonog Arab steed hitched to a The ordinary commercia unless you paid a pretty was incapable of doing the sound of the Boston as it could now be imp a record. A lop-sided Records were good, mac not. Even many of the machines were more dis for their cabinets than f accuracy.

There sprang up a gr thusiasts who decided wouldn't do. If we can't sound all neatly wrappe box, we'll build our o system, said they. The thusiasts began to lear phonograph is and how They found out that ess phonograph, whether enc box or not, consists of th 1. The *Cartridge* and t (needle) which runs in th picks up the music grooves, and feeds it t producing system. 2. T *Arm*, to which the Ca fixed. 3. The *Amplifier*, w plifies the sound to th which you desire. The may include various adju as Noise Suppressors, C tors, Equalizers. Expand but let's not get too techn now. 4. The *Speaker*, one through which the music i to you. 5. The *Turntable Motor*, which may or include an *Automatic Changer*. 6. The *Cabinet* in which the whole system and which may or may no a resonance board.

THESE are the compon the demand for individu structed sound systems i manufacturers seriously themselves to the busines plying to the enthusiasts t ponents and of improvi The enthusiasts compare fussed, experimented, a their own sound-reproduc tems. Hallelujah! Some systems were (and *are*) wonderful. And high fideli became a new reality.

Many of these systems clude an incredible wo gadgets, including FM ceivers and tape recorder

v are *not* installed by kerers but are profes- ilor-made. Installation re at work who will what high fidelity sys- or your living room. more people than care eir own sound system Very soon the cry ive us a better phono- ly made, ready to plug play. Give us some- an do better justice to rds. Give us an instru- oks respectable but one s the value on the mu- 's have it at a reason- Manufacturers were at face this problem. Now allied around, carrying nd ice a banner with a ice: high fidelity. This are presenting to you e largest assortment of graphs that has ever l to music lovers. y or almost everybody s "high fidelity." But *ue* high fidelity, which records or phonographs are truly so good that they deserve the august name—ah! there you will find no general agreement. Obviously a phonograph costing a $150 will not be as high high fidelity as a sound system costing $800.

FURTHERMORE, in defining high fidelity you come up against the fact that the judgment of sound, like the judgment of Paris, is subjective. The sound that sends you into raptures may leave your neighbor cold. It is impossible to arrive at exact definitions of what is great sound any more than it is possible to arrive at exact definitions of what is great music. Controversies are beginning to rage. Efforts are now being made to set up minimum standards at which an instrument or a record may claim to be high fidelity. Let's hope that the industry will succeed in establishing some kind of standards.

But whatever happens, you are bound to be enriched by a new quality in music for the home.

Pantry Shelf News

By Julie Polshek

with a small-fry slant opener for this holiday the foodfront. So here is Col-R-Corn, a newly popping-corn impreg- rainbow colors. Hues gle in each batch you om your corn popper. a picture when strung nds for the Christmas ioned into popcorn balls nfections. Quite an eye- ust heaped in a bowl, ished, for nibbling. The is a select hybrid variety rown to furnish kernels supersize. Every kernel ll-blown size; and the ocessing technique used natural moisture gives corn an exceptionally ure. Pure certified food- are used to color the ilable from Gimbel's, uare, New York. Six 10- cost $1.69 plus postage.

biscuits made by Olibet ave arrived in this coun- ime for smallfry holiday asty letter-forms, much *petits beurres* in their vor, are about a half- inch tall. Packed in a tin cylinder a foot high and given great eye appeal by life-size reproductions of the biscuits arranged in tumbled word formations. Bloomingdale's, Lexington Ave., at 59th St., New York, can supply Olibet Alphabet Biscuits. Their price for two 15-ounce tins is $3.70, plus postage.

The holidays are the season when even the most budget-minded indulge their urge to splurge on luxury delicacies. A delicacy well worth this overboard spending is Kathra Strawberries from Germany's rich Rhineland plateaus. Mammoth berries measuring an inch and a half across with luscious flavor no less exceptional than their size. So beautifully hand-packed that it seems a shame to dig into the jar. It may seem like gilding the lily to suggest lacing the berries with brandy and serving them flambé on ice cream or alone; but you'll find it affords memorable party fare. The savor of berries and their syrup is so rich that little goes a long way. The 1-pound jar costs $2.25, and can be ordered from Hammacher Schlemmer, 143 East 57th St., New York. (Add postage.)

(*More Pantry Shelf News on pages* 203 *and* 215)

Like hiring a "Handy Man" for pennies a month!

Versatile

REGINA

TWIN-BRUSH

POLISHER and SCRUBBER

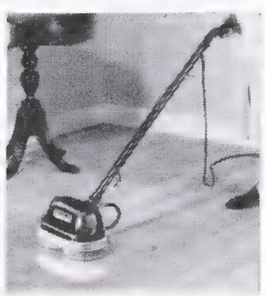
for scrubbing, waxing, polishing, buffing . . . all around the house



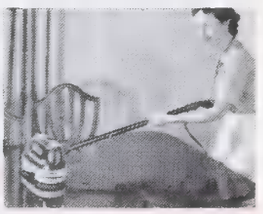
Here's how you can enjoy the beauty of lustrous, gleaming floors and furniture . . . *without the hard work!* At the touch of your fingertips, the lightweight Regina fairly floats over wood, linoleum, terrazzo—protects and beautifies *any* hard surface. And—since it will serve you faithfully for many, many years—the Regina actually costs only a few cents for each month that you will use it! See the work-saving Regina at your favorite store—consult telephone classified directory or write for name of store nearest you.



1. Regina scrubs *all kinds* of floors...scours linoleum, flagstone, terrazzo, travertine, wood floors ..cleanses plastic, asphalt, cork, rubber or marble tile!



2. Guided by your fingertips, fine Tampico brushes polish a 12-inch path from wall to wall—into corners, right up to baseboards *without marring!*



3. Reversible buffing pads quickly harden wax to mirror-bright, protective finish. Buff floors, tables, desks, kitchen counters.



4. Regina sands traffic spots — refinishes worn spots. Sandpaper discs are optional equipment.



5. Handy bench sander, too! Optional kit also includes steel wool pads that dry clean and wax.



6. NEW RUG-CLEANING ATTACHMENT does a real professional job at home with rug-cleaning compounds . . . *saves extra time and money!* No need to brush them in by hand. Perfect for ring-free spot cleaning, too. *(Optional equipment, moderately priced.)*

FREE — New booklet tells you how you can lighten *your* housework with Regina. *Send for it today!*

Regina Standard Equipment includes: 2 waxing and scrubbing brushes • 2 polishing brushes • 2 reversible buffing pads

Reconditioning Kit Extra Equipment: Handy 25-piece kit has everything you need to sand floors, tables, desks; dry clean floors with steel wool.

also producers of the Regina Electrikbroom —easiest-to-use vacuum cleaner ever invented!

THE REGINA CORPORATION, RAHWAY 22, N. J.

Please send, free of charge, your booklet "The Story of a Modern Cinderella"

Name_____

Address_____

City_____ Zone___ State_____

In Canada: Switson Industries, Ltd., Welland, Ontario

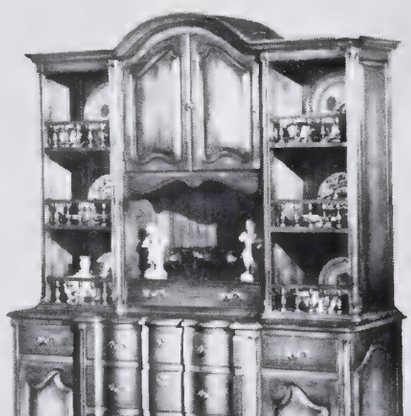
CONSULATE *bedroom*



This night-stand and bed from our Consulate group of Directoire-Empire bedroom furniture is pictured in the light fruitwood finish on cherry. It is also available in the antiqued white old vellum finish.

UNITE'
dining room

From our Unité group of French Provincial dining room furniture. Buffet may be purchased separately or with hutch top as shown. The finish is of antique French walnut on fruitwood.



At better furniture and department stores. Send 3-cent stamp to Dept. B for booklet.

UNION-NATIONAL, INC. • JAMESTOWN, N. Y.

PROVENCE
Low Chest

Shown here is the #314 chest from our Provence group of French Provincial bedroom furniture. The finish is of antique walnut on birchwood. At leading furniture and department stores.



BURNS CASE GOODS Corp. Subsidiary of UNION-NATIONAL, INC. Jamestown, N. Y.

THE COST OF TAILOR-MADE SOU

CONTINUED FROM PAGE 146

in short, a system for purveying sound—and that the phonograph they had was too inadequate for what they wanted.

Having come to that conclusion, they decided that their long, narrow living room needed a special treatment, and so they made up their minds to have their sound tailor-made—to buy component parts. Mr. X realized that this was not as easy to do as just going out and buying a phonograph.

His friends told him that a good deal of comparison shopping, some "looking into the facts" and a bit of patience might be needed before a satisfactory sound system—right for *his* living room—was found and installed. However, they all assured him that the pursuit of tailor-made sound was a pursuit of happiness—fascinating and engrossing. It was like fishing—once you had thrown out the first line and had caught the first fish, you couldn't stop.

ORIGINALLY Mr. and Mrs. X believed that individually installed sound systems were "only for the rich." They found out they were wrong. The facts are these: Mr. X could have spent about $250 less than the cost of the "fine furniture phonograph" and got far, far better sound (and, with $250, he could have added a tape-recorder to his array, and picked up some exciting FM air-checks of Toscanini or the Metropolitan). Some of his equipment might have been exposed to view, but it is a fact that many items of today's precision equipment (machined aluminum turntables, for instance) are decidedly sightly in any but a period setting. And he might have had to do a little staining and waxing himself. (Is this a hardship?)

For $99, he could have got an excellent coaxial loudspeaker (two-unit, treble within bass), able to produce, cleanly, all the tones of the musical spectrum. For another $69, he might have bought, to house it, a compact, good-looking corner "horn" cabinet, built to reinforce the very low bass range, where speaker-efficiency drops off. (In kit-form, cut and ready to assemble, it would cost but $36.) This could have fitted into a corner at the end of his long room, obviating the "sound-bounce" effect and furnishing sonic perspective.

For somewhere between $75 and $100, he could have acquired an audio-amplifier to drive the loudspeaker—one with wide range, negligible distortion, trols graduated to c dividually for the s ing characteristics makes of phonograph latter factor is very today's precise sound

All LP-record ma treble and attenuate *ing degrees* save gro minimize surface noi on amplifiers to resto in the process of rep amplifier can easily the upper portion cabinet. At least c model, priced at $99. enough to leave out

Next Mr. X would record-playing equip his amplifier. For $ have bought a 12-i ally machined precis Another $10 would b mount it on. A lon ing tone arm would h $20. And for somet $55 and $60 he coul dual magnetic pick- the tiny source of a graphic sound, with (don't say needle!) microgroove and old records.

If he were an oper than a symphony-m have settled for a ch of the steadier tur operas are likely to matic-sequence sets Single symphony rec be turned over by ha good changer, less ca cost $66.

Lastly, for $100 h acquired an FM-radio of the most realistic there is. If he wante (since his apartmen York, he wouldn't would cost him about

AT this point, the X spent between $518 components. If they ing from a good insta they'd probably have wisely) another $50 stallation—meaning equipment would have in operation, all their ured out, fitted with c plugged in, their instr guarantees, and se explained to them.

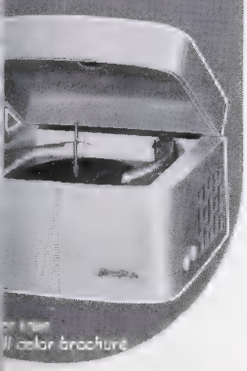
Component for co X's would have got s quality, buying thus might get in a rea

Music that Lives!

PHONIC
3D SOUND

uction to the joys of really fine
icent high fidelity instrument offer-
ion in its most advanced stage.
ays all your prized records in all
speeds . . . automatically.

X-GAY 400
ty Phonograph



color brochure

-GAY CORPORATION
ON STREET, BROOKLYN 1, N. Y.
anufacturer of Tape Recorders

room ensemble
in the

elanese

ment on page 94
following stores:

•

.....G. Fox & Co.
.....Neusteter's
. C.,
Julius Garfinckel & Co.
.Carson Pirie Scott & Co.
.....Wieboldt's
nd.....L. S. Ayres
nd..The Wm. H. Block Co.
.....Younkers
.Jordan Marsh Company
linn.....The Dayton Co.
..Lammert Furniture Co.
.....L. Bamberger & Co.
Y.....B. Altman & Co.
.....Thurins
.....McAlpin Co.
The Elder & Johnston Co.
Pa.
Strawbridge and Clothier
Pa.....John Wanamaker
.....Arthur Moser Inc.
ex...Hemphill Wells Co.
.....Hemphill Wells Co.
ex....Hemphill Wells Co.
Tex.....McClurkan's
.....Boyle Furniture Co.

set. The latter's amplifier, for instance, does not ordinarily compensate for the recording characteristics of various makes of discs. Bargain-wise, they might have done better buying the individual components. The government discriminates, for reasons of its own, against fully assembled "sets" in its excise taxes. And dealers' mark-ups are almost always higher on pre-assembled units.

But more important than this is the fact that when a hi-fi rig is bought component by component, it can be custom-tailored, so to speak, for the room in which it is to be heard. And this is of enormous importance. Just as a bad auditorium can ruin the sound of even the best orchestra, bad placement can make the finest loudspeaker system a waste of money.

The words "a good installation-house" were used above. Most major cities today boast at least one good installation-house, though the term may be deceptive. A good installation-house can consist of one man operating out of a very small shop. The main commodity he sells doesn't occupy much room: indeed, he carries it around in his head with him. Or it can consist of a large sales organization, equipped with a giant audio-equipment comparison salon. The clue to whether or not it can qualify as "good" lies simply in whether or not the salesman makes a genuine effort to find out what the customer needs before he tries to sell him anything. (If he doesn't, shop further. *And take your time!*)

WHEN shopping, it is wise to travel equipped, too. Take some of your own phonograph records, so that you will have something familiar to judge equipment by. And take a reasonably accurate plan of the room in which you expect to do your listening. Write in the dimensions, sketch in the furniture. Even the best installation-man needs data to work with. If you want to have any of the equipment "built-in," find out what your walls are made of. (Incidentally, it is usually safest *not* to plan on having your speaker wall-mounted: it is likely to sound better in one of today's ingenious bass-reinforcing enclosures.)

Mr. and Mrs. X live in an apartment in a big city. They could easily have had an installation-man come up and look at their living room before making his recommendations. If they lived in some picture-sque Vermont or Arkansas hamlet, however, they'd have to be

(Please turn the page)



Patterned Glass blends so well with other materials. Here it is used alongside a stone wall, set in old oak beams. Architect: W. Hamilton Wallace, Kingsport, Tenn.

This Wall Decorates with Light

Light streams through the panels of fluted translucent glass that separate this living room and hall. Day and night, it adds beauty and interest—on both sides. And it will always be lovely, for glass keeps its newness, never needs refinishing.

Walls and partitions of Blue Ridge *Patterned Glass* can brighten many a place in your home. Use it in the entrance hall, between the living room and dining room, in doors of kitchen cupboards, in windows where you want to bring in daylight, but have a bad view, or want privacy. Our book of decorating ideas will suggest many more.

Your imagination has free play when you decorate with this lovely glass. You can choose from linear, checkered and over-all designs—in plain, textured and *Satinol** finishes. Your Libbey·Owens·Ford Glass Distributor or Dealer can show you samples. He's listed in the yellow pages of phone books in many principal cities. Call him. *(R

BLUE RIDGE
Patterned GLASS

L·O·F GLASS

BOOK OF 42 DECORATING IDEAS

"New Adventures in Decorating" shows how leading architects and decorators have used this lovely glass to add light and distinction to home interiors. Send 10¢ with the coupon.



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Patterned & Wire Glass Sales
B-4123 Nicholas Building, Toledo 3, Ohio

Enclosed find 10¢ for my copy of "New Adventures in Decorating."

Name (please print) _____

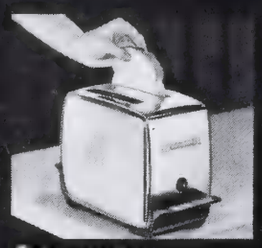
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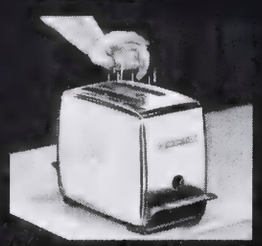
NEW Toastmaster
Super De Luxe Toaster

Takes the bread right out of your fingers!

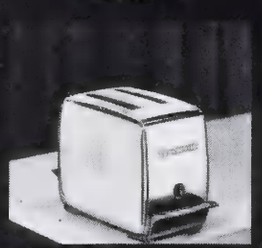
(AND GIVES IT BACK PERFECTLY TOASTED!)



1 Power-Action automatically . . .



2 . . . lowers bread for you . . .



3 . . . starts it toasting . . .

The most distinctly different toaster in the world! What a Christmas gift! This new toaster is so automatic it even lowers the bread *by itself*. Power-Action, through a unique electric motor, gently *takes the bread right out of your fingers!* It lowers it, starts it toasting, and serves it up fast. The new "Toastmaster" Super De Luxe Toaster gives perfect toast every time —light, dark, or in-between. Toast rises extra high, so small slices are easy to remove. So make someone happy, and lastingly grateful. This toaster will give the faithful service that has resulted in more people owning "Toastmaster" Toasters than any other kind. *"Toastmaster" is a registered trade-mark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products.*



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TOASTMASTER PRODUCTS DIVISION
ELGIN ILLINOIS ©1953

THE COST OF TAILOR-MADE SOU

CONTINUED FROM PRECEDING PAGE

satisfied with a hunting trip to the nearest big city, or with shopping by mail. In either case, the basic procedure would be the same: The installation or audio-sales company has to be given the problem (including the room plan) and must show its interest. If it *doesn't* show any interest, except in your checkbook, take your business elsewhere.

IN MAIL-ORDER shopping, one expert says an excellent way to start is to contrive, by hook or by crook, to fall in love with one particular piece of equipment, preferably an amplifier. Next, begin badgering the amplifier's manufacturer (always address the sales manager) with queries as to what makes of speaker, phono-pick-up, and so on work well with his wonderful amplifiers, one of which you so ardently hope to own, etc.

When you get his recommendations as to loudspeakers, begin the process over. Write to the manufacturer of the chosen speaker and ask what enclosure he recommends. (Caution: Always ask for *two* choices. Many makers of speakers, for instance, also make enclosures and are not unlikely to suggest them as first choice.) Followed to its logical conclusion, this procedure can arm a customer rather formidably for his first brush with a dealer.

On the widely debated question of which should be the prime component—the one first decided on, to which the others must defer—this writer is inclined to agree with the expert cited above. The amplifier should come first, despite the temptation to give the nod to the speaker. A good amplifier brings out the best in a lesser speaker; an excellent speaker exposes the worst weaknesses of a lesser amplifier. Also, an extra speaker is easier to dispose of, when the Day of Improvement arrives, than a surplus amplifier.

The problem remains: when the dauntless music lovers have done their planning, buying, glueing, waxing, plugging, and shoving, how do they know if their fi is hi enough? Did they make the grade?

They can't find out by reading the specification sheets they got with their equipment. The claim that an amplifier varies less than 2 decibels in response between 20 and 20,000 cycles per second is so common (and so semantically flexible) as to be meaningless. (In the trade, this kind of thing is called the "numbers racket.") And full, significant test-figure nical knowledge to

Thus, judgment m acoustic (another fa but valid). It is pr say that a good, hi-fi rig can make m ter in the home than in a second-rate aud quite as good as it w a first-rate one. An read "satisfactory," tive sense. When a tem reproduces a g FM program, it will sation, but without urge to turn down there is "worry" in t is still work to be

AT ITS best, a hig tom home-music s more for some kinds haps the best kinds) ern concert hall is Haydn's 39th Symp stance, was meant to vital in a large duca not remote, tiny, a Carnegie Hall. The s plies to Vivaldi's *T* Mozart's "Post-horn" Handel's Concerti C cell's *Faerie Queen*, other example of composer wrote for tation. High fidelity such music as it wa heard, and this alone it as a very great bo

Furthermore, it ca little as $175 (phon ponents alone). If it nological miracles yo much further need y

To simplify shoppi certain major manu done a job of pre-se ing out components o and model which work (with their own. of c mending them as a their ads ye shall kn

* *

The high-fidelity inst home of Mr. and Mrs. shown on pages 145- neered by Howard Tele following parts: Louds Mfg. Co., Chicago. A Bogen Co., New York. matic turntable, Wel Corp., Chicago. Cart Electric Company, Elec Syracuse, New York. Craftsmen, Chicago, graph cabinet and tele signed by William Pahl

OOK! COMPARE!



See the ROTO-TRAY Wash Dishes 3 Times Cleaner Than by Hand!

American Kitchens ROTO-TRAY DISHWASHER



See how the Roto-Tray Dishwasher washes dishes 3 times cleaner than by hand—saves you more work *every* day than any other appliance you can own!

It's the Roto-Tray that makes the big difference! It turns like a Lazy Susan to make loading easier and constantly turns top-tray dishes through the super-heated streams of water so that *every* surface of *every* dish is scrubbed speckleslessly clean. Yes—the American Kitchens Roto-Tray Dishwasher does *all* the work . . . pre-rinses, washes, triple-rinses, cleans the tub, dries, stores.

Find out how you can own this dishwasher for less than 10 cents a day!

American Kitchens "SAVE 1000 STEPS A DAY"

American Kitchens, Dept. HB-12
AVCO Manufacturing Corp., Connersville, Indiana

Here is 25¢. Please send me full-color, 24-page booklet on kitchen layouts as well as full-color 8-page booklet on the American Kitchens Dishwasher.

*Name*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

AMERICAN KITCHENS DIVISION AVCO CONNERSVILLE, INDIANA



FRENCH NOBILITY treasured this beautiful porcelain and bronze doré rotary clock. Now in the famous Old Charter collection, it dates from the elegant era of Louis XVI (1774

It's so much smarter to give OLD CHART

(especially in this magnificent new gift decanter)*

PERHAPS THE SUBTLEST COMPLIMENT you can pay a friend is a gift of Old Charter. The simple act of giving says, in effect: "I know you are a man who can appreciate the ultimate in fine whiskey. And here it is." Old Charter is available in a magnificent "heirloom" decanter (above) at no extra cost. Designed in a superb "Greek-Classic" style, it will be treasured as a keepsake even after the last drop of Old Charter has been enjoyed.

Superior from the start, Old Charter is ripened to magnificence by seven slumbrous years' aging in the cask. Try it yourself. You'll see.



tick, tock... tick, tock... the whiskey that didn't wat

clock... seven long years **OLD CHARTER**

Kentucky's Finest Bourbon • *Also available in regular round bottle in Holiday Carton

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • OLD CHARTER DISTILLERY COMPANY • LOUISV

THE MEALS BETWEEN

CONTINUED FROM PAGE 163

e oxtails until they are
ned in the butter. Put
arge pot and cover them
tock and water. When
ing, add the vegetables
ings and simmer, cov-
t three or four hours.
e vegetables and cool.
them in an electric
ill the soup so all heavy
removed from the top.
to correct seasonings.
uréed vegetables, cool
package in one-quart
Serve the soup with
ice.

rty Beef Broth

p meat and bones
butter
s, sliced
n bouillon (1 quart)
er
ts
d parsley
y and tops, sliced
se black pepper to taste
M.S.G. (monosodium

Spice Islands Beau
soning salt
arjoram
eal

eat in butter in the same
d for the oxtails, then
l put it, with the bones,
pot. Brown the onions,
butter if necessary, and
Cover with the stock and
the rest of the vegeta-
easonings, and the oat-
gives it an opaque thick-
mmer for two or three
l, skim fat, and package
rt containers.

Borsch

peeled and cubed
ed
butter
of beets
n bouillon (1 quart)

per to taste
s M.S.G. (monosodium

orégano

rée the drained beets in
c blender. Then sauté
nd onions in butter, add
k, and water, and sea-
immer 20 minutes, cool,
e it all again in the
ackage in one-quart con-
Serve thick with black
l sour cream as a one-
, or thinned with more
d garnished with sour
first course.

Brownies

9 squares unsweetened chocolate
3 bars butter (¾ pound)
3 cups sugar
1½ cups sifted flour
6 eggs, well beaten
2 teaspoons vanilla
1 teaspoon salt
1½ cups chopped walnuts

Melt chocolate and butter together in a large double boiler and stir it until blended. Remove from fire and add sugar. When that is mixed, add flour and then eggs, vanilla, salt, and walnuts. Stir it until well mixed and put into three well-buttered 8″ x 10″ pans. Bake at 350° F. about 30 minutes, or just until edges begin to come away from the sides of the pan.

In the second cooking session I first made the steak and kidney pies, the veal fricassee, and curried biscuits.

Steak and Kidney Pie

I used this recipe to make four pies serving four people each.

4½ pounds round steak
Flour
1 bar butter (¼ pound)
2 pounds veal kidneys
3 large onions, sliced
2 quarts boiling stock
1 cup red wine
Salt and pepper
Garlic juice
Worcestershire sauce
Lemon juice

Trim beef, reserving trimmings, and cut into 2″ x 1″ pieces. Pound as much flour as possible into the strips. Remove root, skin, and membrane from kidneys and soak them in iced salt water while you brown round steak in butter. Then slice kidneys and brown them, followed by onions, transferring them all to a deep pot as they become brown. Then add stock, wine, and the rest of the seasonings to taste. Bring to a boil and simmer about two hours. Cool this mixture. If gravy seems thin it can be thickened with browned flour dissolved in cold water.

For the crust, make a pastry mixture of 3 cups of sifted flour, 1 tablespoon of baking powder, ⅔ cup of butter and ⅓ cup finely grated beef fat trimmings. Cut until fine, then flake and blend with the fingers. Add enough ice water to blend. Roll out on a well-floured board.

Fill the four pie dishes (I use Ecko brand disposable 7″ x 2″

(*Please turn the page*)

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THE MEALS BETWEEN

CONTINUED FROM PRECEDING PAGE

aluminum foil casseroles) with the steak and kidney mixture and cut the pastry to fit the tops. Roll out remaining dough and cut strips to flute on the edges. Freeze unwrapped until solid, then wrap in freezer paper, or freeze in Piette containers. Thaw 3 to 4 hours before baking. Bake approximately 30 minutes at 450° F. with a cooky sheet under the pan. Prick top after first ten minutes.

After the steak and kidney mixture began to simmer, I started the veal fricassee, using the same skillet for the browning. When that was simmering too, I made the pastry tops for the steak and kidney pies, storing them between waxed paper layers in the refrigerator until needed. At this time, while I had the flour and board and rolling pin out, I made two pie shells for my Christmas dinner, and put them into Piette containers (see September HOUSE BEAUTIFUL, "How to Escape Cooking Three Meals a Day"). I also made the curried biscuits, as they, too, use the same basic equipment. For these you can use any standard biscuit (rolled and raised) recipe and blend two teaspoons of mild curry powder into each batch. Roll and cut biscuits and package the raw dough in Piette containers or aluminum boxes for freezing. When you use these, bake them at 400° F. until brown, starting them right from the freezer.

The veal recipe basically follows one in Irma Rombauer's "The New Joy of Cooking" (page 358) called Elaborate Veal Stew. Here's the doubled and slightly amended version:

Veal Fricassee

5 pounds veal shoulder, cut in two inch squares
4 tablespoons butter
2 quarts boiling stock
1 head of celery
1 handful of parsley
1 bay leaf
4 cloves
1 teaspoon salt
½ teaspoon white pepper
½ teaspoon nutmeg
2 dozen small boiling onions
6 tablespoons butter
6 tablespoons flour
4 cups pot broth
Juice of 1 lemon
3 tablespoons sherry

Brown the pieces of veal in the butter. Have the stock boiling and drop in the browned veal a few pieces at a time so that the boiling doesn't stop. Add sliced celery, parsley, and seasonings, duce the heat to a simme for about an hour, adding during the last half hou remove meat and onions a the remaining stock. Strain make a sauce by browning i in the butter and adding pot broth (4 cups). Se taste with salt, pepper, juice, and sherry. Cool, meat and onions, divide i half and package. I like one half with 3 beaten eg whipped into the gravy aft been reheated to the boilin The other half I serve with t tion of 1 cup of sour cream blespoon of paprika, which into Veal Paprika. Noodles well with this.

The third cooking sessio collection of little odd jo added together, gave me jump on all my holiday I made extra-fancy, thin sa that we could serve witl or even with champagne Year's. I used bakery brea thin with a sharp knife, a most of the sandwiches wi liver paste (moistened witl naise and onion juice) an delicatessen turkey.

I made other hors d'oe spreading fairly thin slices bread with either a softene mixture or a clam and cheese mixture and rollin These were frozen and late and lightly buttered to hot hors d'oeuvres.

While I worked with the made croutons (plain, ga anchovy) for soup and sa nishes, and put them awa tins I'd saved. I also m turkey stuffing and put tightly closed plastic bag freezer until Christmas.

As I worked I kept batches of melba toast goi ovens, using icebox rye, nickel, and French bread are nice with soup or salad cocktail spreads. They stored in airtight tins whe

I shelled and sautéed i a mixture of almonds, pe walnuts, letting them bro slowly in the butter and and stirring them constantl were then salted and c await packaging later on tight tins.

Then I made a quadrup of waffle mix, using just ingredients of our favorit recipe.

MAKE CHRISTMAS DINNER A SIT-DOWN BUFFET

CONTINUED FROM PAGE 130

e (Imported Claret or
or California Cabernet or
or Cider or Champagne
ng Plum Pudding
See page 219)
Coffee

wn Roast of Pork

the most impressive and
s well say it—most ex-
asts you can serve this
Crown Roast of Pork.
the days of Diamond Jim
ie Crown Roast has been
gotten in our chain-store
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difficulty finding a butch-
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an do it yourself. Simply
loins of pork from the
qual in height and size.
backbone removed. You
ve at least 12 chops in a
as many as your oven will
ate. Provide two ribs for
on. Tie the loins together
e with skewers. With a
issors cut the skin around
into neat scallops (as in
e on the cover). Protect the ends of the bones from burning by twisting a bit of aluminum foil on each one.

Mound chestnut stuffing into the hollow center of the crown. Roast like any other pork in a shallow, open roasting pan, in a slow oven, 300-325° F., 30 to 35 minutes per pound or until the meat thermometer registers 185° F., which is well done. If you can't find a pan large enough, make one from heavy-duty aluminum foil.

To give your crown a beautiful ruddy glaze, brush, one-half hour before it is finished, with ½ cup honey combined with 1 tablespoon Kitchen Bouquet. At serving time remove aluminum foil from bones, and replace foil with paper frills.

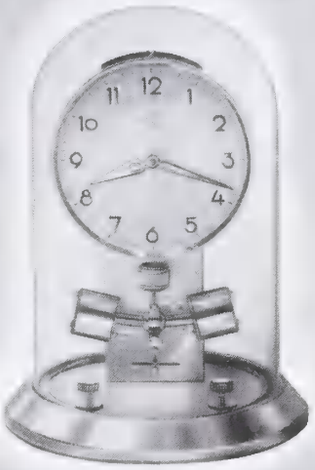
Chestnut Stuffing

Go to the trouble of making dressing in the old-fashioned way if you must, but it is much faster to order 1 or 2 packages of prepared packaged stuffing. Pepperidge Farm, Arnold's, Stickney's, Bell's, and many others are extraordinarily well seasoned.

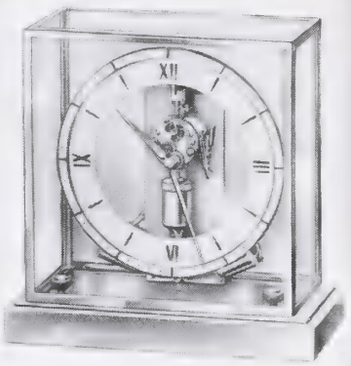
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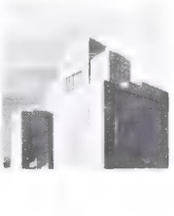
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MAKE CHRISTMAS DINNER A SIT-DOWN BUFFET

CONTINUED FROM PRECEDING PAGE

Simply follow package directions; as for the chestnuts, get them already shelled, cooked and peeled, in neat jars (brand name, Torino). To each package of stuffing add ½ cup chestnuts broken into tiny pieces rather than chopped. Reserve 5 or 6 of the prettiest as a garnish.

Golden Frills for the Crown

Conventional paper frills in white, pink, or green can be found at some fancy food shops and at large stationery shops.

But how dull and dowdy they are, compared to the gilded beauties you can make yourself. Use gold wrapping paper. Cut paper into 3″ x 5″ strips and fold through the middle (making each strip 3″ x 2½″). Cut a number of 1″ slits through the fold to make a fringe and secure the bottom with Scotch tape. Better make these up ahead of time and have them ready to slip onto the bones just before the Crown comes to the table.

Rosemary Gravy Au Naturel

What is a pork roast without its rich, full-flavored *natural* gravy, made in the roasting pan so that all the flavorous bits and meaty juices are retained. Pour off most of the fat. To make a quart of rich gravy, blend 2 tablespoons flour into 4 tablespoons roasting fat and meaty juices. Add 3½ cups hot water, ½ cup red wine (or 3 cups water, 1 cup cider), and 1 teaspoon crumbled, dried rosemary leaves. Stir well, bring to a boil, and cook while stirring 3 to 5 minutes or until the flavors are well and richly blended. Taste and correct the seasonings. Serve in a very small chafing dish or a bowl that can be kept fiery hot over Sterno or candle-flame. (Please pension your gravy boats or use them for cold sauces.)

Cranberry and Kumquat Relish

There's nothing quite so cool, so fresh, and so refreshing to the palate as the tart tingle of the cranberry, especially when it is untouched by heat. Raw cranberry relishes have achieved wide popularity during the last few years. And now that we have discovered how easily fresh cranberries can be stored year round in the home freezer, this delight is no longer confined to a brief cranberry season. Even the botheration of the grinding can be dispensed with. In seconds (only twenty) you this delicious relish in you

You will need: raw cr raw kumquats, orange or sugar, quick-frozen concen ange or tangerine juice.

Cut 4 kumquats or 1 sized unpeeled orange or gerine into small pieces, any seeds. Place in the tainer of the blender ½ cu 4-ounce can of thawed but quick-frozen orange or tang centrate (such flavor, such —the zest of a heap of fru trated into a few tablespoon until peel is coarsely cut, 10 seconds. Now put in 2 or quick-frozen whole cr Blend just until whole c disappear, about 10 secon Chill thoroughly before ser nish with whole cranberri gets better and better as and keeps admirably in yo erator for several weeks. of course!

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NEW PHONOGR… TO PLUG IN AND …

CONTINUED FROM PAG…

has been taken in vain b… set-makers. Perhaps it h… ever, the over-all effect of … of set manufacturers is … prove helpful. Phonogra… better! Generally and m… ously, the new developm… bring greater listening … to thousands. It will … lethargic music lover by … and give him his better … the easy way. Perhaps … portant of all, it will … millions with the knowle… only thousands have had … that there *is* such a thing … istic home music. One of t… est difficulties of the past … that of "spreading the wor… high fidelity—what it is, … sounds like, its significa… how to go about acquiri… appears that this problem … been largely solved. The g… panies in their swoopin… will undoubtedly leave fe… tial customers unexpose… knowledge of their ware… fine. America will be a bet… with additional hi-fi aware…

This discussion of the … units or console "high fide… cannot claim to be com… fact, as it is being writte… of the manufacturers are … their wares on exhibition … first time, and precise speci… are not available. Howeve…

ore than a sufficient
before us to warrant
look—and an even
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words, where the
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is product, he now is
nce eye-appeal and
d keep the ear slight-

ly ahead. A delicate task! Most old combination radio-phonographs suffered from just about every possible aural ill—boomy bass, severely limited high-frequency or treble response, excessive record wear and impossibly intricate record changers, to name but a few. They were rather like the dinosaur with the 40-ton body (the cabinet) and the minimal brain (the electronic system). This condition of "all look, practically no listen" continued after the war, even though the flagging sale of radio-phonograph combinations and commercially prepared phonographs should have warned manufacturers.

For some time, this sales lag was blamed on the advent of television. This, of course, was partially true, but later developments proved it to be far from the whole

(*Please turn to page* 203)

(*More sketches on next page*)



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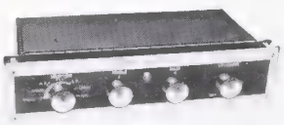
Speaker Enclosure (Blond, Mahogany or Unfinished Veneers) A1-406



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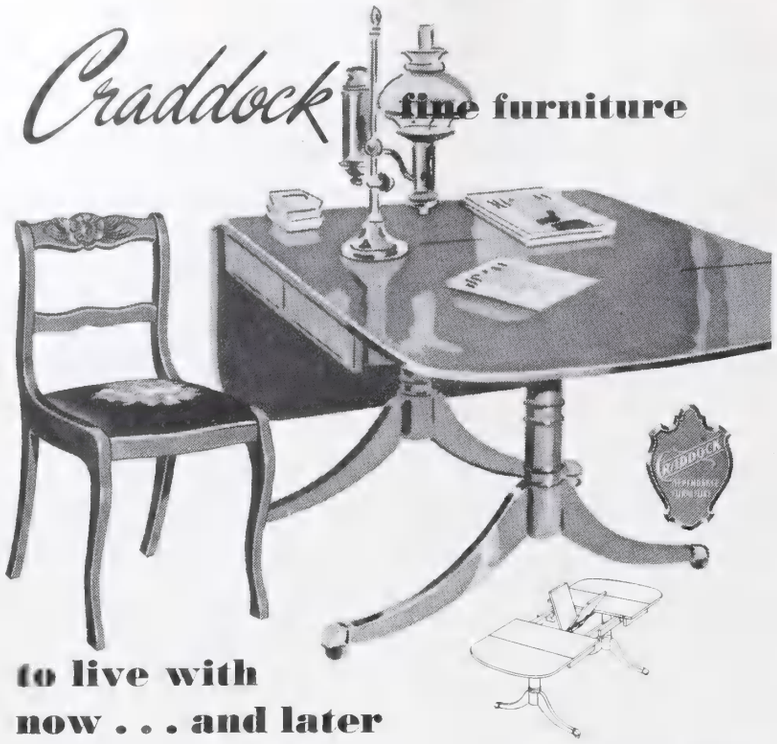


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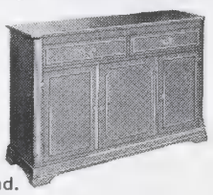
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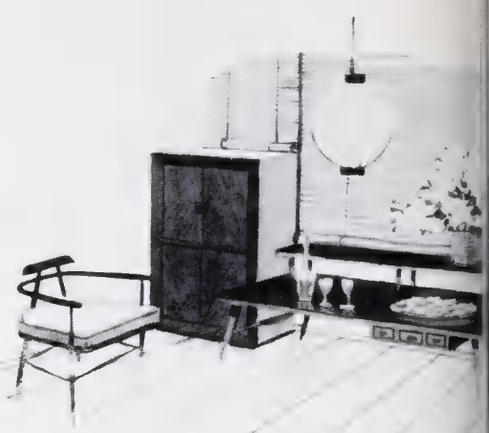
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nbia's new radio-phonograph can mahogany veneers or limed oak.



phonograph with its two separate appeals equally to eye and ear.

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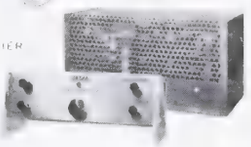




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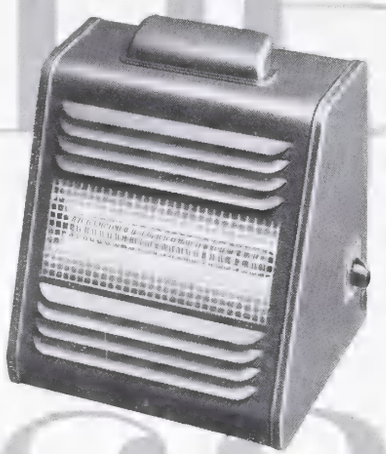
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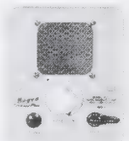
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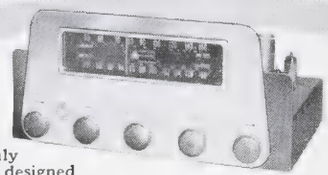




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A REALISTIC BUFFET PLATE

CONTINUED FROM PAGE 161

The "Good Buy" melamine buffet plate, molded by Prolon and described on page 161, can be found in many shops and department stores throughout the country. For a shop in your vicinity, refer to the following list:

ARIZONA

Phoenix ..... *Dorris-Heyman*
Tucson.....*F. Ronstadt Hardware Co.*

CALIFORNIA

Los Angeles.....
Broadway Department Store
Oakland ..... *Hale's*
Richmond.....*Macy's Richmond*
Sacramento .....*Hale's*
San Francisco.....*Hale's*
San Francisco....*Macy's San Francisco*
San Rafael.....*Macy's San Rafael*

COLORADO

Denver.....
The Daniels & Fisher Stores Co.

CONNECTICUT

Bridgeport.....*The D. M. Read Co.*
Hartford.....*G. Fox & Co.*
New Haven.....*The Edw. Malley Co.*

FLORIDA

Miami .....*Burdine's, Inc.*
St. Petersburg.....*Maas Brothers*
Tampa .....*Maas Brothers*

GEORGIA

Atlanta .....*Rich's, Inc.*

IDAHO

Pocatello .....*Leeann's Gift Shop*

ILLINOIS

Champaign.....*Robeson's, Inc.*

IOWA

Des Moines .....*Younker's*

KANSAS

Mission
Friendship Gift & China House

LOUISIANA

Baton Rouge.....*The Dalton Co.*
New Orleans.....*Maison Blanche*
Shreveport .....*Palais Royal, Inc.*

MASSACHUSETTS

Boston .....*Jordan Marsh Co.*

MICHIGAN

Detroit.....*Crowley, M*
Detroit .....*J.*
Flint..*Geo. W. Hubbard H*
Grand Rapids.....*W*
Pontiac.....

MINNESOTA

Minneapolis .....*L. S.*

MISSOURI

Kansas City.....*Macy's*
North Kansas City
Friendship Gift &
St. Louis.....*Stix, Baer &*

NEBRASKA

Omaha.....*Orchard &*

NEW YORK

Binghamton
Sisson Brothers
Newburgh.....*Sc*
New York City.....*Ste*
Rochester..*Sibley, Lindsay*

OHIO

Cincinnati.....*Ron*
Cincinnati.....*The John*
Cleveland.....*The*

OKLAHOMA

Tulsa.....

OREGON

Portland.....*Meier &*

PENNSYLVANIA

Erie.....*Erie Dry*
Philadelphia....*Strawbridge*

TEXAS

Abilene....*Thornton's Depar*
Austin....*John B. Vaught H*
Corpus Christi.....*Lichten*
Dallas.....*Sang*
Fort Worth.....
Houston.....*Good Housek*
Houston.....*Joske's*
Lubbock.....*Hemphil*
San Antonio....*Joske's of S*

UTAH

Provo.....*Dixon-Taylor-*

WASHINGTON

Seattle.....*Frederick*



LASZLO

MMON SENSE
H FIDELITY

FROM PAGE 147

lity records and high oducing instruments e much to their en- r *musical* enjoyment. t fanatics of sound, forgotten music while r frequencies, and, in n hi fi is a synonym nd."

nother way, and per- ly, the out and out to hear the flute not in the concert hall ight in his lap and his teeth. Most music hear the flute played t as part of an en-

a man with an ex- ne ear, a musician of think of this whole t of hi fi? Heifetz is to stampede. He not much experience with ds but he has listened and to many phono- views are common- an be expressed very is all for hi fi *if it use of better reproduc-* c. He is against hi fi n itself, when sound comes the be-all and record, slighting what ed, who is playing it, is being played. He t overexploitation and s.

of Heifetz's acute and r, during the playback t recording session he e engineers that one apes on which the re- l simultaneously been laying at a pitch lower ner. The engineers de- such a thing was im- e two machines were synchronized. "At the ing a nuisance of my- eifetz put it, he still something was wrong. investigation proved ll screw had become nat the belt on one of es was slipping ever so using the deviation in Heifetz's ear detected. such a thing as over- fidelity," Heifetz says. ple get so enthusiastic forget there are limits an ear. They shoot up cies to a point where can hear them. So I Who is supposed to lis- ten to these records—dogs or humans?'

"What happens is this," Heifetz went on, illustrating as if he were stretching out a long rubberband. "You begin to pull and you extend the highs and lows to their very limits. But by that time the middle has begun to give and eventually collapses. That takes out the richness of the mixture and you have lost the whole quality of sound. That kind of high frequency is unnecessary. After a certain point it gets to be a lot of bunk. In plainer words, hi fi get to be hi-fooey. It is like the surgeon who pronounced the operation a success although the patient died."

NOR does Heifetz have much patience with noise-suppressors and other gadgets of the hi-fi tinkerer.

"They develop a mania about noise," he observed. "They become ecstatically happy when they can play a record without a trace of noise. But by the time they have got rid of the noise they have also got rid of the music. Which is more important—no noise or no music?"

Heifetz, of course, speaks as an old hand at the recording art. He can't even remember how many records he has made, but as every one knows, many of them have been best-sellers ever since his debut in 1917.

"There is no such thing as a perfect record, and there may never be a really perfect one," he says. "We hear music with both ears, but the record hears it with one. When Binaural Sound will become practical—by which I mean not only that it will be technically perfected but that it will be made available to music lovers at a reasonable price—is outside the scope of our discussion. With Binaural Sound we will (*perhaps*) get a recording technique which hears with two ears. For the present, let's stick to good records as we know them *today*. Records have a permanency no concert performance ever has. In a public performance you think of the whole line. You let things go by you would never countenance

(*Please turn the page*)



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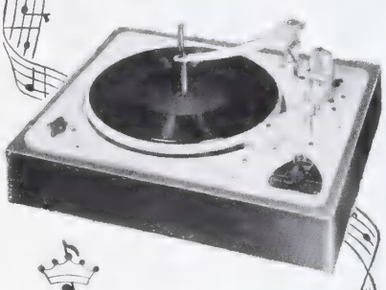
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THE COMMON SENSE OF HIGH FIDELI

CONTINUED FROM PRECEDING PAGE

in a recording and yet you still can have a wonderful performance. There are things that would be flaws in a recording that I pay no attention to in a concert performance.

"I remember once my accompanist and I had made repeated attempts to record a simple little waltz. Finally we got a perfect record, clean and correct—but with absolutely no spirit. So I said, 'Let's pretend we are playing a concert. Make all the mistakes you want, but let's cut loose.' On the eighth or ninth try we finally got a record that, to be sure, had some mistakes in it, but which I passed. I thought that if I liked it, people would too. You can get spontaneity on a record but you must draw it from within yourself. You have to forget the microphone spying on every little blemish, waiting to jump on you."

MUCH as he has recorded, Heifetz still constantly experiments. In his hilltop studio in Beverly Hills, a large tape recorder occupies a prominent place. In the effort to discover the best manner of recording, he switches from his Strad to his Guarnerius to an ordinary fiddle to test tone quality.

"The greatest gremlin of all," he says, "is the placement of the microphone in relation to the piano and the violin. You can have a morning rehearsal and think you have everything set. You make chalk lines exactly where to stand and where the piano should be, and then you go out to lunch. When you get back you find everything is different than it was before, and you can spend two or three hours trying to get a satisfactory balance again. Atmospheric conditions, temperature, the warmth of the instrument—there are endless little things that affect the final result. There is only one thing you can be sure of—and that is the proper temperature for the recording studio. It must be exactly 72 degrees—no more, no less.

"I used to think it was troublesome to make wax records, but it was paradise compared to modern recording. Tape is supp be indestructible, but un things *can* happen to tap is so much processing you can never be entirely the result. Not long ago I an English recording I h from the white label discs sent me. When the comme ord came out, I was hor hear a bad wow in one spo not been in the record I a something had happened in the copy from the tape. It a good deal of trouble al to straighten that out.

"As a matter of fact, I perimented so long with that I have almost come to clusion that I really don anything about it. You jus hope that you are in goo do your best—and trust in

"When I listen to the pl I judge the worth of the both from the standpoint and of performance. As sound, if it has high fideli pleased. But by 'high fi mean a true reproduction full, rich musical sound, tones preserved, the timbre Fortunately, because som tant innovations in the aspects of recording ha made, the chances are g music today can be better on records."

TO SUM up, Heifetz thi hi fi is a good thing inc cause it has made people m scious of the quality of th imprisoned on the record. I useful it must serve the High fidelity is not *neces* better reproduction of mu must guard against exagg overemphasis of solo inst and other deviations fro taste. Heifetz believes that tural good taste of musi and musicians must guide the right path and pres from outlandish effects.

Judge the recording to w listen not only as sound bu performance and artistry.

That, in the last analysi common sense of hi fi.



PHONOGRAPHS TO PLUG IN AND PLAY

CONTINUED FROM PAGE 197

e desire for better sound, o hear the modern bet- ier records adequately on good instruments g into the picture, quite and the exciting listen- ossible by the assembly sic hi-fi components had ng the serious music lis- from overpriced, open- ces of squawk-and-thud Still the big manufac- ied reluctant to improve ducts—until, in recent ey discovered that de- honographic equipment p in TV-saturated areas. has come this rush of high-fidelity sets. Where nd is quite another mat- manufacturers do a good ffer the consumer some- ast roughly comparable nificent sound available in systems assembled from separately purchased high-fidelity components, all will be well.

The tendency at the moment seems to be mixed. Virtually all the new packaged sets heard so far sound better than their ancestors did—some by far, some just a little. However, it is impossible to give any hard-and-fast pontifical pronouncement saying that Mr. X's set is better than Mr. Y's. One can have one's opinion, but any critical criteria on sound must necessarily be subjective. The fact is that the same set may sound better (or worse) to Mr. Jones than it does to Mr. Smith. Thus our sermon:

Listen, listen, listen before you buy. The only possible criteria for you are your own ears. Hear them all. Hear them all critically, carefully, and comparatively. Then, and only then, make up your mind.

Pantry Shelf News

bies, a delightful confec- Holland, are sure to cap- tot either arrayed in dowed box or used as s for cookies and cakes. lt to convey their beguil- in words, but I'll do my y've the appearance of one up in swaddling bout the size and shape of lmonds with a coating that confection. Ten are n are tinted robin's-egg l with bonnet-encircled s pert as can be. A tasty behind their shell. Avail- B. Altman & Co., N. Y. , $2 for 4 boxes (add

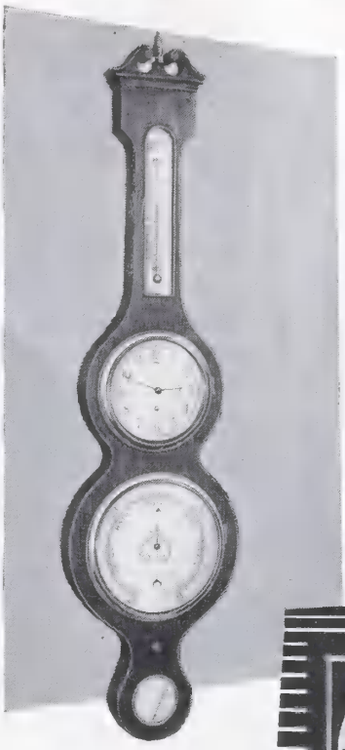
resent sure to make your soar with any young ubmit a delightful gift- f Sugar Babies and hand- Dutch Sabots. Two Sugar estle in the opening of ger-equipped shoe, and neath are DeGruyter foil- chocolate pastilles. Atop ox that holds all this is a box of 20 Sugar Babies. o from Altman's.

adult gift, you can obtain y decorated shoes in 7½ h, filled with 4 ounces of l's Cheese Filled Bisq- A delectable cocktail t holds its sharp cheddar a crisp wafer shell made ble an almond. Or one shoe of giant 16-inch size is available, filled with two cans (5½-ounces) of Bisq-Almonds. When empty, the shoes make fetching serving dishes for cocktail tidbits or can be used as planters. The pair costs $3, the single shoe, $5.50, gift-packed in both instances (add postage) from Altman's.

With Trim-A-Cake Icing, even the young'uns can have a hand in decorating holiday cookies and candies. The icing comes in sealed aluminum-foil packets. You simply snip off one corner and squeeze the icing on to the cooky or cake in whatever design you wish. You get pink, green, yellow, and blue icing in the 8-packet set; the 1-ounce packets (2 of each color) each contain sufficient icing to decorate a 9-inch cake. The icing itself is a tasty blend of sugar, corn syrup, and vegetable shortening, tinted with pure certified foodcolorings. $1 for the set, from Damar's, 891 Damar Bldg., Newark 2, N.J.

Another fruit import equally luxurious and unusual, also available from them, is Moureaux Frères Mirabello Plums. It's a plum variety grown only in Europe. The delectable fruit is small, gold in color, with savor that's both delicate and exotic. Handsomely packed in a handmade jar (18-ounce). Costs $2.05 plus postage.

(*More Pantry Shelf News on pages* 187 *and* 215)

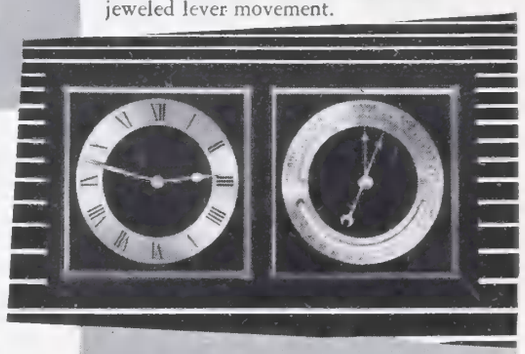


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The Carver (left) is a reproduction of an eighteenth century English wall clock with barometer, thermometer and hygrometer. The inlaid case is of solid mahogany, with polished brass trim. — From $231. tax incl.

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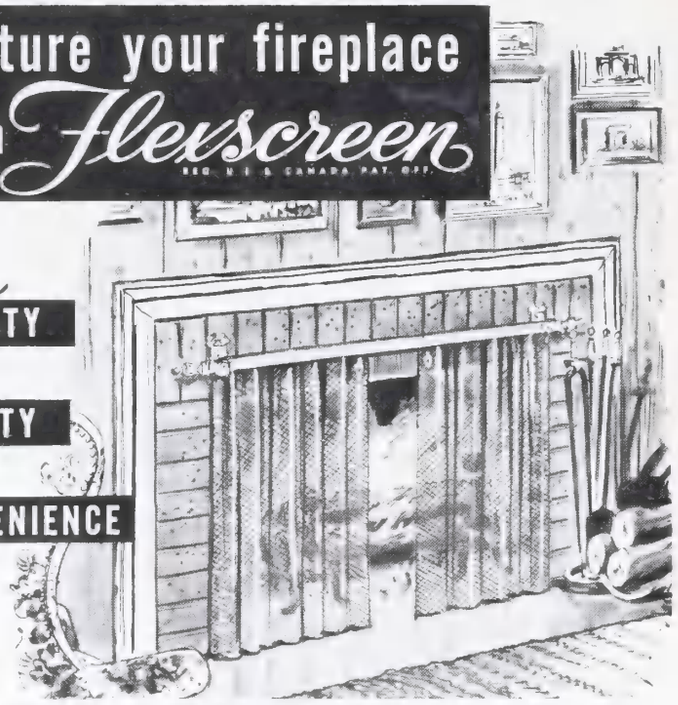
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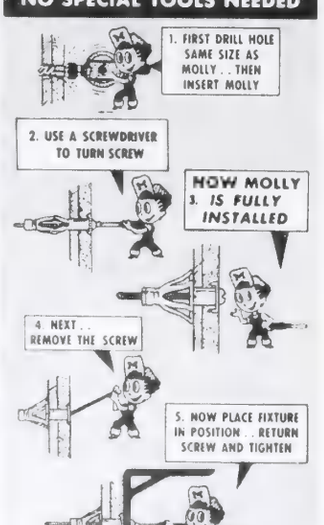
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THE NEW TASTE THRILL OF SMOKE COO

CONTINUED FROM PAGE 141

start your fire with charcoal; it lights immediately if you give it a gentle sprinkle from a good smokeless fire-lighter such as Sure-Fire (Kingsford) sold at hardware stores. Or use a tablespoonful of alcohol, but never, never kerosene or anything else that would give a foreign odor or flavor!

When rekindling use twigs, splinters, or shavings instead of newspapers or personal mail. It is a good plan to start the fire at least 15 minutes before the food is ready to go into the Smokadero. Once the fire is started, it won't need a great deal of nursing, but you should check on the thermometer from time to time. If it's too high, adjust the damper; if it's too low, build it up.

HOW TO SERVE

The art of serving smoked meats and fine-grade fish is to slice them very thin. Desirable concomitants are fresh fruits such as figs, Imperial plums, Persian melons, honeydews, and some freshly ground black pepper. Excellent also are tart relishes such as currant, crabapple, beach-plum, cranberry, gooseberry, green grapes, and various chutneys.

Some, like smoked shrimp, are best right from the smoke oven. Others, like sturgeon, lox, smoked chicken, duck, and turkey, have a better texture and flavor after a moderate chill. Never submit your smoked tidbits to the indignity of lying on sagging crackers or soggy toast. Much better and easier to accompany them with slices of the crunchiest French bread, the darkest pumpernickel or the wholewheatiest small rolls you can find.

Here are a dozen recipes, each one capable of perhaps as many variations. Most all are based on ancient and honorable recipes; others are original. All are enormously simplified. Salometric readings have been translated into tablespoonfuls. Days and weeks of brining and curing have been shortened into hours and sometimes minutes. Soaking, freshening and the use of saltpeter have been eliminated entirely.

The recipes are based upon 2 cups (1 pint) of brine, which should be sufficient for at least 1 pound of meat or fish. They can be multiplied, of course, to suit your needs. The exact amount of brine needed depends not only upon the amount of food but also on the size and shape of t and the size and shape utensils. Never use alumin for brining. Crockery, gla elware or even plastic bag

If you like, you may brining mixture for five then cool to 40°F. This and chilling, while not dissolves sugar and sa thoroughly and brings o strongly the flavor of the spices and flavorings.

WHAT TO SMOKE

Smoked Sausage Hors d

Let's start with the ea ipe, so simple it eliminates step entirely. Fifteen mi forehand, start your fire. V smoke is coming up, form meat into balls slightly than walnuts. Place on a foil which has been pun over with an ice pick (so smoke can circulate free on the grills. Allow to s about 90°F. approximately Sprinkle with paprika a salt. Set under the broiler 10 minutes.

Smoked Shrimp

Start with a 12-oz. pa quick-frozen, deveined sl the shell. Add to 1 pint o water 2 tablespoons salt spoon sweet basil leav shrimp. Bring to a boil mer 5 to 10 minutes or unt turn pink. Drain. Place mesh which has been brus vegetable oil, or on alumi generously punched with pick. The shrimp must n each other or overlap. Dry of an electric fan or let room temperature until shr shiny and feel dry to th Smoke at 90°F. until sh amber, 35-45 minutes.

Like other smoked d smoked shrimp will keep of days without refrigerat dry cool place. They will several weeks in the refr unless intermittently rai should be securely wra waxed paper and cellopha or aluminum foil. For lo ing, wrap well in foil an Smoked foods taste bette their natural juices, if t thawed slowly—perhaps in the refrigerator.

Honey-cured Canadian

Come Sunday morning, home-cured Canadian ba thin slices and serve with

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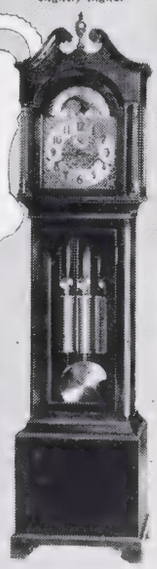
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fare with the usual entourage: hot nut waffles, melted acacia honey, crab apple jam, and grapefruit marmalade.

As long as you can keep the raw material small but choice, you will find the curing process simple and fast: Cut the boned, trimmed fresh pork loin into half-pound pieces. (Meat from your freezer must first be completely thawed.) The brine is prepared by thoroughly mixing the following ingredients in 1 pint of water:

3 tablespoons salt
4 teaspoons light brown sugar
¼ teaspoon allspice
¼ teaspoon paprika
¼ teaspoon pepper
3 dashes rosemary
3 dashes sweet basil
Small onion, diced
Few juniper berries
Grated rind of 1 lemon

Pour the brine into a glass container, immerse and weight the meats and store in the refrigerator (possibly under 45°F.). The brining period may range from 20 to 24 hours. Remove meat, drain, hang in the smoke-basket, and dry. Place in the pre-heated Smokadero. During the first period, lasting about one hour, the fire should be clear, the temperature under 100°F. and the exhaust damper open to allow the escape of humidity. During the next hour the fire is smothered, a dense smoke created and the exhaust damper almost closed.

The next period, lasting a couple of hours, is "hot-smoking." Remove meat from Smokadero, brush with honey. Replace, and give the meat heat and smoke until the interior temperature of the pork loin reaches 170° F. and on the outside a golden crust is formed. Remove and allow the Canadian bacon to cool, then wrap in wax paper or cellophane.

Smoked Shrimp Cocktail

Serve the shelled, smoked shrimp with the following cocktail sauce:

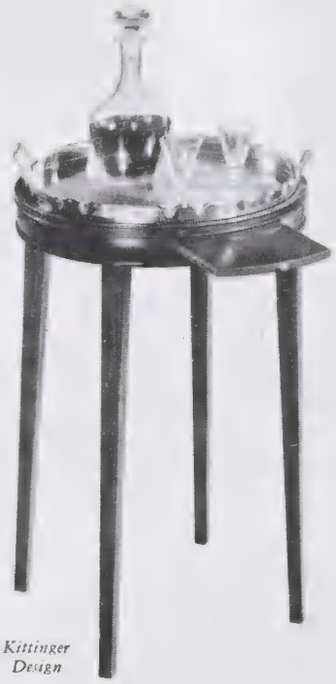
1½ tablespoons butter
1½ tablespoons mayonnaise
3 teaspoons sugar
1 chopped onion, small
2 tablespoons catsup
⅓ teaspoon paprika
⅓ teaspoon pepper
Dash of sage
Lemon and salt to taste

Mix and chill before serving.

Smoked Shrimp Bisque

The base may be freshly prepared cream sauce, a condensed soup like cream of mushroom, celery, or asparagus. Add a generous amount of shelled, smoked shrimp.

(Please turn the page)



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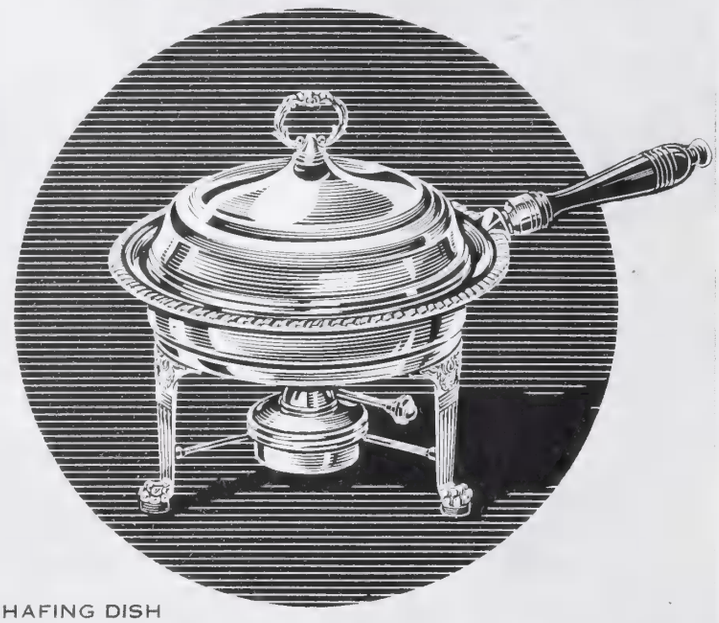
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THE NEW TASTE THRILL OF SMOKE C

CONTINUED FROM PRECEDING PAGE

½ cup dry Sauterne, a lump of butter, ½ teaspoon paprika, ½ teaspoon of finely chopped dill and pepper to taste.

Smoked Duckling in Orange Brine

(Squab, goose or chicken can be smoke-cured in the same way.)

Quarter a 3½ to 4 pound duckling (breast, back, drumsticks only). Immerse sections in a brine of:

1 cup orange juice
1 cup water
½ cup vinegar
3 tablespoons salt
4 teaspoons brown sugar
½ teaspoon pepper
½ teaspoon paprika
⅛ teaspoon allspice
The juice of 1 small onion
Dash of garlic juice
1 teaspoon mixed pickling spices

Put the brined meat in the refrigerator 36 to 48 hours. Remove, drain, and gently press out excess water. Dry. The meat is then cured in a cloud of cool smoke for two hours; the exhaust damper is ¾ closed and the temperature is kept around 85°F. The duckling is now dipped in honey, replaced in the Smokadero and the temperature gradually raised to 200° F. and maintained until the meat turns a light mahogany color. During this period the duckling is given a second coating of honey which helps to seal in the precious juice and flavor. When meat is ready, remove, cool to room temperature, then wrap in cellophane bags and place in refrigerator.

Smoked Duckling with Wild or Brown Rice

In a large skillet heat ⅓ cup of olive oil and fry 1 cup of wild or brown rice till golden brown, seasoned with ⅓ teaspoon of salt. Color with saffron (to a warm yellow), add 1 medium-sized onion chopped very fine, a few drops of garlic juice, ⅓ teaspoon of pepper and a cupful of diced mushrooms. The hot rice will cook the added ingredients in a few minutes. Then blend in a generous amount of smoked, diced duckling meat and cover the rice with the strained duckling-brine diluted with your favorite red wine. Simmer until rice is thoroughly swelled and tender. Mix in freshly chopped green pepper and pitted green olives.

For a very fast method: 1) Brine the meat overnight. 2) Roast in the regular kitchen oven, and 3) when almost done, giv cloud of smoke for a the Smokadero, bastin with honey before serv

Smoked Sturg

Wherever your stu from, whether on the coast, the Caspian Sea depths of your own h never let it escape wit ough cure in the Smo

Cut the dressed st fillets and then into shaped chunks each about half a pound. skin on. If frozen, t must first be thawed i (overnight). The brine

1 pint water
3 tablespoons salt
1 tablespoon brown sug
⅓ teaspoon white pepp
3 dashes cardamom
3 dashes allspice
A few bay leaves

For a mild cure 30 utes in the brine is su length of cure is also the thickness of the a few minutes, when fish are no longer dr are arranged on the s trays for drying. As "pellicle" (a fine, glo formed, the sturgeon additional (smokeless the Smokadero under period may last 30 mi the fire is smothered wood sawdust, the da closed, and the fish co veloped in dense smok 90 minutes. The atmos be around 90° F. The (for about on hour) hot-smoking, at 170-18 ready, cool, then bru geon lightly with some table oil which will g protective sheen.

Smoked Swordfis

Thaw quick-frozen steaks. Brine and smo geon. The taste, belie is remarkably similar

Your Own Smoked or "Lox"

Perhaps the proude proud specialties at wild not-too-salty ros Scotia salmon. Half salmon may be smo may use salmon steaks the piece, the longer or smoking. For one salmon use:

s salt
rown sugar
lspice, cloves,
n, white pepper
in brine 45-50 min-
the usual manner.
rs with damper open
h damper closed. Do
temperature to rise
00° F. at any point.

ed Spareribs

cally speaking, this
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as we do, that we
l spareribs crisp and
heresy. The formula
was concocted for
basting. If you wish
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ard and Worcester-
that is your privilege.
areribs into 2-rib por-
n glass container and
the following blend:

r
inegar
ruit juice
salt
ns brown sugar
epper
wder
c or lemon peel
nion juice

rsley, chopped

must cover the ribs
(add more water if
Store the brined spare-
refrigerator overnight
s 24 hours. When re-
the brine, the ribs
rained for a few min-
dried. When they no
humid to the touch,
eat in the Smokadero
the drying process for
over a low, clear fire.
t half hour give the
e cool smoke (under
can, then gradually
e fire to 220° F. and
ose ribs until done to
ine when strained and
luted will make a good
asting.

pareribs are well com-
ith a green salad, com-
maine, chopped celery,
hes, watercress, and
ith a simple, tart
ssing. Or chiffonade
en you feel the urge
avor, more color, and
ications (vinegar, olive
per, paprika, chopped
il, diced pickled beets,
rd boiled eggs). To
subject, *smoked* spare-
auerkraut is a worth-
t.

Smoked Fish Fillets

Almost any white, lean fish fillet can be cured by this fast, one, two, three method: *brining*, *drying* and *smoking*.

1. Cut the thoroughly washed, firm fish fillets into neat portions of about ½ lb. each. Immerse in brine and store on an open shelf in the refrigerator. The basic brine contains 1 pint of water, 3 tablespoons salt, 1 teaspoon brown sugar, ⅓ teaspoon pepper, plus other favorite spices and herbs if desired. (In spicing delicate fish, keep in mind that some aromatic oils are overpowering.) Small, lean fillets require only about 25-30 minutes, while thick and fat fish can stand two or three times that much in the brine.

2. Remove the fillets from the brine; drain and spread them on the previously oiled trays of the smoke-basket. For fast drying, expose the fillets to cross ventilation, electric fan, or fresh breeze; or in damp weather dry over a small clear fire in the Smokadero. Be sure that the fillets do not touch and that the smoke-basket is not over-crowded.

3. Place basket in the preheated Smokadero, temperature under 90° F. The first half hour: low, clear fire and exhaust damper open, which facilitates the drying process. During the next hour the fish are smoked in a heavy cloud, still under 90° F. but the damper three-fourths closed. In the final hot-smoke period for an hour or more, the temperature is gradually raised to 170°-180° F. Turn the fillets during the smoking period once or twice, so both sides will be evenly tinted. Remove them when they turn a rich yellow or amber. Let the delicacies cool, then wrap them individually in waxed paper and cellophane bags before storing.

Smoked Frogs' Legs in White Burgundy

Sprinkle the frogs' legs with regular kitchen salt. Prepare the brine, then immerse frogs' legs; weight them down, cover and set aside in the refrigerator over night.

The liquor:
1 cup Chablis
1 cup water
2 teaspoons lemon juice

The rest of the condiments:
2 tablespoons salt
3 teaspoons brown sugar
¼ teaspoon white pepper
1 teaspoon onion juice
1 bouquet fines herbes
4 dashes grated nutmeg

When brining period is up,

(*Please turn the page*)



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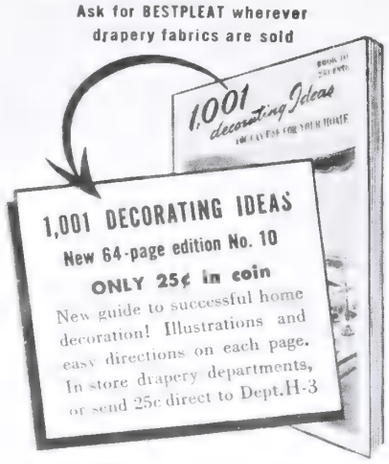


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NEW TASTE THRILL OF SMOKE COOKERY

CONTINUED FROM PRECEDING PAGE

drain and arrange on oiled trays for drying.

4. Smoke-curing takes four hours. The first hour, at 90° F. is the usual post-drying period, without much smoke. Cold smoking with dense smoke at about 100° F. takes place during the next hour and a half, and finally hot smoke until the meats blush in a red-yellow hue. In order to protect them from drying out during the hot-smoking process, the legs must be coated three times toward the end with olive oil. On the table: brioches, avocado balls dipped in lemon sauce and paprika are companions. Champagne, of course!

Smoked Cheese Potpourri, Nicholas

Let's make this point at once, namely that cheese cannot be trusted too long in the warm smoke-oven. Note: when smoking cheese, keep the fire low, creating a nice cool smoke. Whatever you do, don't let the temperature rise much above 100° F.

And now the confession. Our *Smoked Cheese Potpourri, Nicholas* is the result of an accident. Here is the short story tied to the recipe.

Expecting a dear friend for dinner whom we hadn't seen for ages, we worked like beavers to produce meat dishes quite out of the ordinary. Suddenly, late in the afternoon we remembered that our guest was a confirmed vegetarian. Ransacking the refrigerator we collected the following:

2 slices American Swiss
5 ounces Provolone, chunk
½ package Old English style processed
2 small triangles Swiss blended with Tilsit
3 ounces cheddar, not quite sharp
1 ounce, perhaps, Roquefort

There was no doubt in our mind that something drastic had to be done, so we decided to smoke all of them. We built a small fire in the Smokadero, next we trimmed each cheese to form a different geometric pattern and, arranging them on the wire trays, we placed them in the oven. By this time the fire was smoldering under a heap of oak sawdust and the dampened chips from an old apple tree. The thermometer registered 80° F. "Perfect!" we assured ourselves. But in the meantime our friend arrived and we were summoned to meet him. We sa
Scotch, which was
proof, made from ba
pure grains. Afte
round it dawned up
smoked cheese sho
Heavens! The therm
to 140° F. We je
out. The Cheddar a
lone were still re
the rest were chee
every direction. The
spiration! While t
cooling off, we asse
lowing ingredients:

Small bouquet of pa
½ cup green olives,
2 teaspoons chives, c
2 teaspoons geranium
chopped
⅓ teaspoon paprika
¼ teaspoon white pe
¼ teaspoon oregano
¼ teaspoon caraway
¼ pound butter

Using a heavy fo
the cheese, blende
then mixed in the
gredients, except th
we spread evenly c
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else with this an
artichoke hearts li
with anchovy sauc
but thick slices fr
rye bread.

Smoked Sea Foo

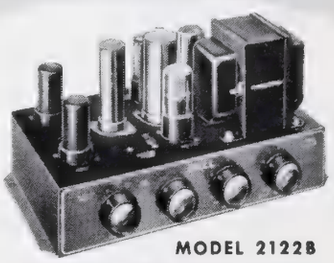
This, you will ag
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The little gold balls
and light and the fl

1 cup of your favori
food, flaked
1 cup mashed potato
½ cup green peppers
1 egg, beaten
1 avocado, mashed
1 tablespoon chives,
1 tablespoon olive o
from a can of
¼ teaspoon white pe
Dash of cayenne
¼ teaspoon paprika
1 cup bread crumbs s
2 teaspoons fresh par
2 teaspoons lemon ri

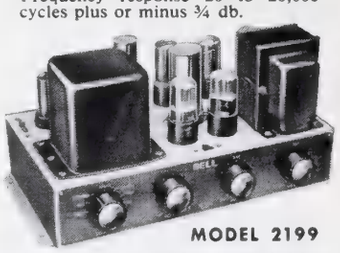
Combine in mixing
sea food, green pe
white pepper, caye
olive oil. Beat egg
add avocado paste
mixture. Drop mi
spoonfuls into the
brown bread crumbs
parsley and lemon
sauce optional. Serv
val or other white
made of sheep's o
Black Spanish radi
color contrast and

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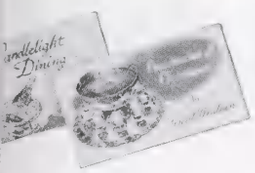
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Wine Counselor, Mrs. Charles D. Champlin, ial new free booklets on serving wines: Dining," and "Punches by Great Western."

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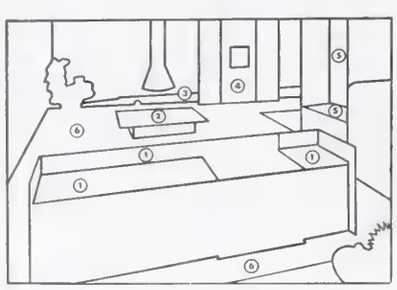
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George Nemeny

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V TO AIR-CONDITION A KITCHEN

CONTINUED FROM PAGE 139

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SE BEAUTIFUL'S kitch-
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piece of refrigeration
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ly to the ceiling, and
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when the refrigerator
side wall), the natural
heated air to rise will
ersuade most of the
leave the room.

In case it is necessary to run a horizontal duct to the outside wall, the arrangement can be made more positive by providing a standard kitchen exhaust fan at the end of the duct with a regular "blow open" louver, which comes with this type of fan, in the opening to the outside. An electrician can hook up the fan to the refrigerator so that it will go on whenever the refrigerator is operating, and off again when it shuts off, making it all completely automatic.

Approximately the same thing can be done with other household appliances—the clothes dryer, for instance, which generates about three times as much heat as the refrigerator, and works for a longer time at a stretch.

VENTING of appliances should include, of course, a range hood complete with a fan, or some other means for drawing heat directly off the top of the cooking surface. If your kitchen windows admit summer sunshine, they will have to be fitted with awnings or other means of excluding sun heat. And, if your house is all on one floor, or the kitchen is in a one-story extension, you must make sure that proper attic ventilation prevents heat from coming in by way of its ceiling.

In HOUSE BEAUTIFUL'S air-conditioned kitchen, part of the room is an extension of the building with narrow skylights in the roof. The roof is designed to assure a flow of cooling outdoor air through the framing to carry off sun heat. A flow of air is also channeled through the double-glazed skylights, between an upper layer of heat-intercepting glass and a lower layer of diffusing glass. In addition, the new windows and skylights are shielded by vines, a highly appropriate way of keeping out sun heat in summer and letting it in in winter, when the leaves are off the vines. (See next page.)

Another problem which was solved very neatly was the location of the air conditioner itself. Like most such units, the one used was designed primarily for installation in the lower part of an ordinary window, with its "snout" protruding on the outside and the balance of the cabinet projecting into the room.

Actually these units will work as well overhead as at waist height. So the unit is placed out of the way

(Please turn the page)





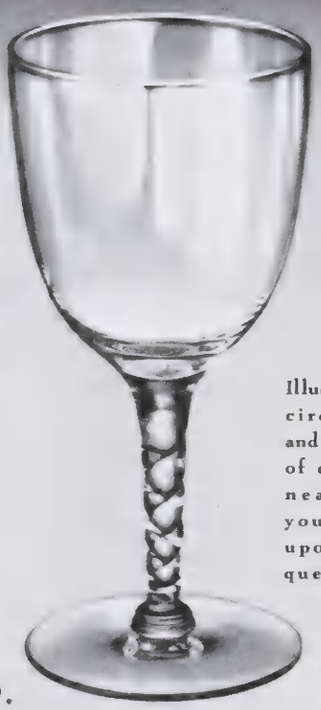
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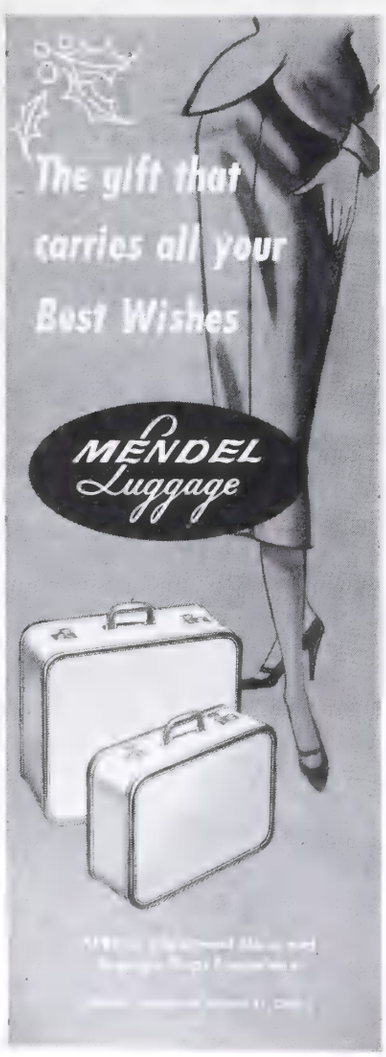
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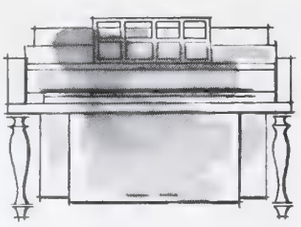


Illustrated circular and name of dealer nearest you sent upon request.

SENECA GLASS CO.

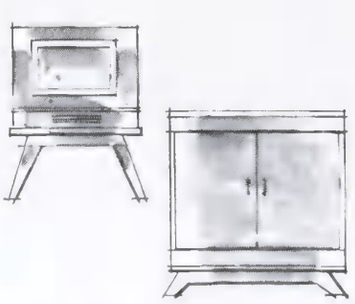
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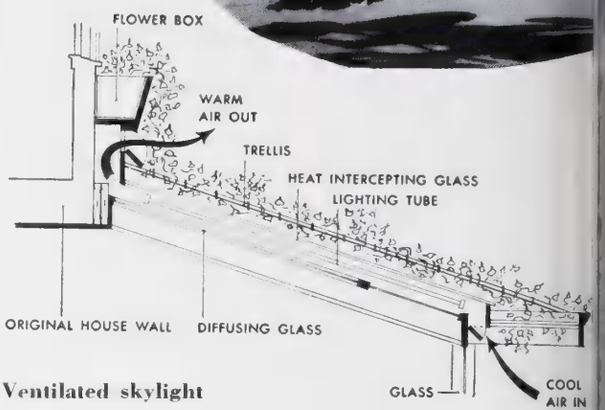


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HOW TO AIR-CONDITION A KITCH

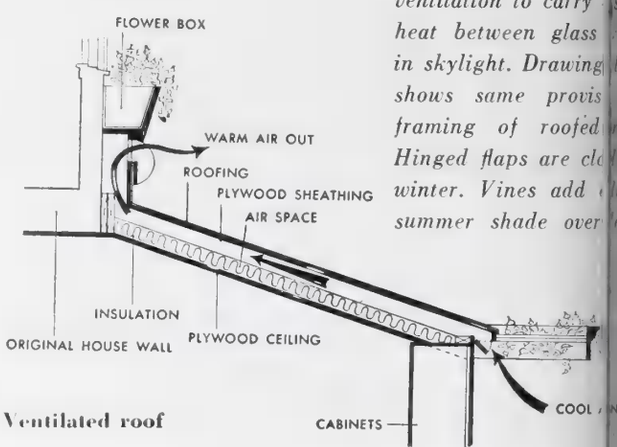
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Ventilated skylight

Section drawing shows method of s ventilation to carry heat between glass in skylight. Drawing shows same provis framing of roofed Hinged flaps are clo winter. Vines add summer shade over



Ventilated roof

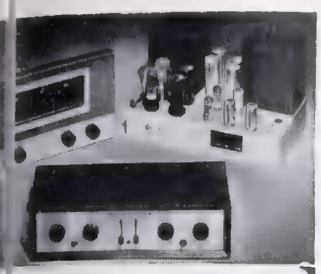
above the wall cabinets, arranging the intake in the upper part of an existing window.

The kitchen design provides a wide enough "deck" over the top of the cabinets to accommodate the entire conditioner, as shown in top illustration opposite, with no ugly projection outside the house.

Control switches are removed from the top of the conditioner, and special wiring extended down to a control panel within easy reach. Finally, the refrigerator-freezer exhaust vent and a pressure-actuated room vent were placed alongside the conditioner openings, grouping all required wall openings in one panel on side-wall of house. (See bottom sketch, opposite.)

The room exhaust—t opening next to the air —is there to release a resulting from operatio conditioner. Otherwise, be a tendency for the hold the swinging do open to the dining roo

The exhaust hood ov ing top shown in this standard unit, installed ular way, with a built-i terceptor and a quiet fan withdrawing about feet of air per minute— the quantity brought i conditioner when set on or "ventilate and coo spring or fall, when n ing nor cooling is need



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Beautiful published monthly at New N. Y. for October 1, 1953.

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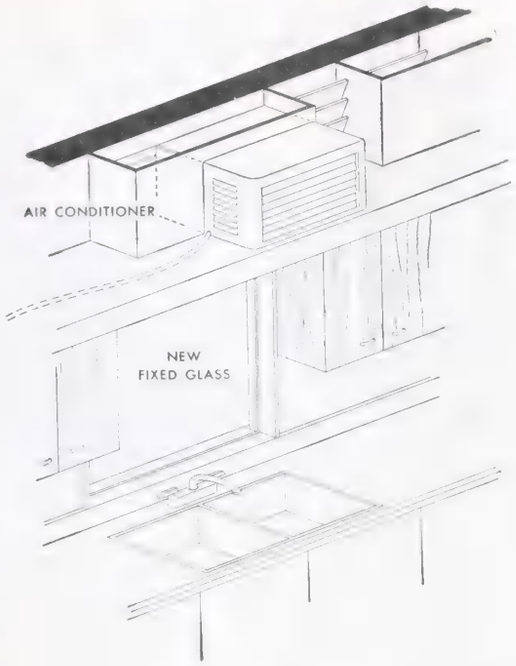
known bondholders, mortgagees, and security holders owning or holding rcent or more of total amount of bonds, gages, or other securities are: None.

graphs 2 and 3 include, in cases where stockholder or security holder appears the books of the company as trustee or ny other fiduciary relation, the name of person or corporation for whom such ee is acting; also the statements in the paragraphs show the affiant's full knowl- and belief as to the circumstances and itions under which stockholders and se- y holders who do not appear upon the of the company as trustees, hold stock securities in a capacity other than that of ona fide owner.

R. A. Hoefer, Business Manager.

to and subscribed before me this 29th of September, 1953. Andrew E. Macyko, ry Public, State of New York, 41-2537300 in Queens Co., Cert. filed with Queens New York County Clerks and Registers. commission expires March 30, 1955.

(Seal.)

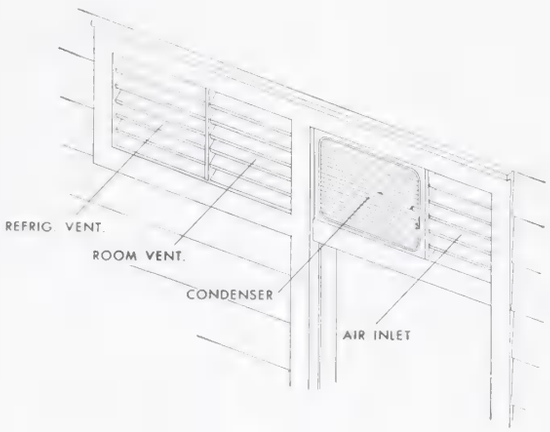


provide ventilation with eight complete air changes per hour.

Probably the most important thing you must do is to make sure of excluding sun heat. Do this by using awnings, plantings, and so on, and also, in some cases, by breaking into the construction to install vents to release trapped air from unventilated roof spaces. But no matter how far you go in these directions, you will probably need to buy a one-horsepower, or at the least a three-quarter-horsepower conditioner.

Obviously, no over-all cost budget for such a program can be given to cover the needs of every house.

For most houses and families, the minimum tab for a complete kitchen air conditioning job is probably at least $500, and the maximum about $1,500, counting all of the items of related work. Where your particular house and problem falls in this range can best be determined by pricing conditioners, kitchen hoods, etc. in your own locality, bearing in mind all that has been said herein.

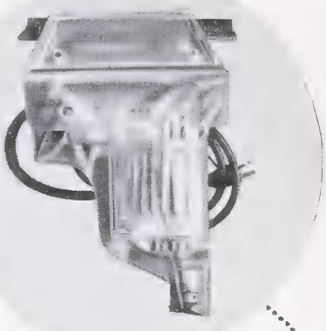




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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 110

Standard Fruit and Steamship Co.: Panama and Ecuador from New York; also La Ceiba, Honduras.

Canadian National Steamships: Bermuda, the British West Indies, British Guiana from Halifax.

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Alcoa Steamship Company: a variety of Caribbean ports, Venezuela British Guiana, Surinam from New York or New Orleans.

Moore-McCormack Line: contact for the American Republics Line, New York to the East Coast of South America; and the Pacific Republics Line, West Coast ports through the Panama Canal to the East Coast of South America and return via the Straits of Magellan.

United Fruit Company: New York to the Canal Zone and Guatemala; also from New Orleans.

The Delta Line: Brazil and the Argentine from New Orleans.

Castle built upon the sand

There are those to whom all the natural wonders of California's Death Valley are as nothing compared with that unique man-made wonder, Death Valley Scotty's Castle. It's wonderful, all right, an imposing group of buildings, buff, red-tile-roofed, and Spanish, rising unexpectedly amidst the stark mountains near the Valley's northern boundary. Here one can find gas and oil, lunch in the comparative coolness of the three-thousand-foot altitude, and take a $1.10 one-hour tour of the Castle's fabulous insides.

These you must see to understand what the excitement is all about. Death Valley Scotty, whose association with the desert, Buffalo Bill, and an inspired publicity stunt or two have long since established him as a character, got together on it with a Chicago millionaire named Johnson, and one of the charms of the place is the mystery that still persists as to who financed it. Just how much *did* it cost? Three million? Ten? A lot, anyway. The two men planned it as their home, furnished it with every ilk of lavish furnishings and bric-a-brac, imported and domestic, with apparently no thought of expense.



"Ballerina"

decorated in lovely Moss Rose motif

Now set your table with graceful Ballerina dinnerware in the exquisite new Moss Rose pattern. Beautiful natural coloring with or without gold edge lines or with smart green lines. Guaranteed ovenproof. 20-piece starter sets from $6.95 to $7.95 at good stores. (Slightly higher Denver and West.) Ballerina is also available in solid colored glazes.

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No more luxurious accommodations anywhere else on earth. Nowhere else so many opportunities for diversified fun or heavenly relaxation.

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Write, wire, phone direct, or see travel agent, for reservations, rates, brochure.

RUDI SIDLER, Managing Director

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of Johnson's projects, o
Castle today. And if it
thing to you to stay o
a castle, you may wan
in advance that you c
reservations take a bit
and must be made very
dress the Manager, Scot
California, P. O. Box
field, Nevada. Accommo
either in the Castle itse
hacienda only a little
lous. Meals are served
in a separate dining h
including breakfast, are
for two in the Chin
Room, to $14 for two
own bedroom—with
Buffalo Bill—to $24 for
Johnson Suite, a sitt
library-bedroom with d
with private bath—tub a

Poinsettia bowl

Probably the brighte
southern California thi
year is the poinsettia,
lar crimson that say
Christmas" all over the
in a way that makes y
why you ever wasted y
on its puny, potted rel
home. Out here the
grows hedge high, some
up to the bungalow ea
grows everywhere, fro
little clumps sparking
and home gardens, to.t
believably red carpets
the commercial farms
highways. Down in S
which takes especial p
abundance of the Christ
you'll even find it fea
Poinsettia Pageant this
19th and 20th. Its h
another in the annual
bowl events—Rose, Cot
Orange, and now—Po
service-team game in E
dium, preceded, accord
usual bowl event patt
flower-glorifying parad
Poinsettia Ball at the
Hotel afterwards, and,
a Poinsettia Christma
again at the Stadium.
with the San Diego
County Visitor's Bureau
reach San Diego, or wri
ets in advance. The ad
West Broadway, New Y



Pantry Shelf News

d-up cocktail fare. Gift- ted Black-Olive Halves interesting possibilities. fed with cocktail onions, iste, egg salad, cheese, or r for splurge occasions. icious nibbling however em. Giant size, and rich Available from Madison East 47th St., New York. aid price of 4 cans (7½- $2.65.

also want to order their Maison for stuffing the superb cheese product aged cheddar with a her cheese varieties. Un- flavorings add scintillat- s that enhance the tangy nd to perfection. Priced postpaid for a 12-ounce

e a regrettable omission e subject of French bis- out mention of another so interesting for holi- g and giving. This is the inimitable Olibet Boudoir, generally recognized as a superfine champagne and wine biscuit. The feathery-textured fingerforms have a very delicate flavor, somewhat like a ladyfinger but less sweet. They're crisp to the bite; after that, they seem to melt away in your mouth. A great favorite with tots. Four boxes cost $2.65 postpaid.

I've been on the lookout for hors d'oeuvres with a special flair for holiday entertaining. Smoked Filets of Baby Eel in Olive Oil, a Danish delicacy imported by Cresca, is one worth trying. And by the time this issue reaches you, there will be available the first importation since 1939 of some unusual French sardines. Three varieties comprise the Cresca group: sardines with butter, with lemon, with truffles. Priced at $3.10 postpaid for the three, from Jordan-Marsh, Boston, Mass. Eel filets are also available from them; the cost of two 3¾-ounce cans is $3.25 postpaid.

(More Pantry Shelf News on Pages 187 and 203)

E SOME TO GIVE AND SOME TO KEEP

CONTINUED FROM PAGE 127

leaf from your great- ner's book. Go back to her spice-scented recipes, them to your new way of the smell of new-baked like waves of incense, ad of sifting the flour, shortening, trying to right amount of milk and nembering not to forget use a hot roll mix.

of laboriously gathering 4 ingredients for the fruit e on the page that carries thumb-print- -use a fruit

of "beat till your arm lick a switch on your blender.

r Christmas baking late, e. These would make fine te gifts. Much, much bet- mber grandmother's ways. ead of time. "immediately nksgiving at the latest." n was filled with a mighty grinding, grating and , pounding and kneading. d her baked goods in the lug into the side of the cold north bedroom. But st creature, have your

love to work alone, plan for a quiet morning when you have the house to yourself. Bake to the music of your favorite concerto or Christmas carols. Invite a friend to share your gastronomic adventuring. Or, if your husband and children want to help, make it a family project. As long as they live, your children will remember the poignant fragrance of cinnamon, nutmeg, and clove, the heady whiffs of fresh-baked bread and cake.

Do the whole job at once, or divide your Christmas chain baking into links. Make yeast dough one evening, let it rise once, then put it in the refrigerator overnight—formed or unformed. Or put it in the freezer for a week.

Homemade Bread from a Mix

The one gift I remember most vividly from last Christmas was a miniature loaf of bread, beautifully solid, wonderfully good. "Open immediately," the card said; or it might have added, "Keep in the freezer till Christmas."

Use a hot roll mix. Just follow directions on the package and, at your first try, you'll become acquainted with dough as it should feel—warm, satiny, alive, moving

(Please turn the page)

Give the lady what she wants MOST



National Presto Automatic Deep-Fryer

...and she'll DEEP FRY like a FRENCH CHEF!

Guaranteed by Good Housekeeping

Deep-frying at its delicious, digestible best! Presto's bigger fry-basket means plentiful portions, all done at once. New, FASTER HEATING cuts pre-heating time. And that accurate, automatic temperature control makes amateurs into *French Chefs!* Everything fries at even, steady temperature, exactly right to quick-seal-in flavor, vitamins. At leading department, hardware, appliance and jewelry stores, throughout United States and Canada.

Double Capacity Double Quick
Jumbo-size fry-basket takes up to three pounds of quartered chicken, deep-fries it to golden brown perfection. Tricky appetizers for parties, potato chips for picnics, deep-fried shrimp for "the crowd" are simple with Presto's Automatic Temperature Control. And the Presto Deep-Fryer "saves" shortening! You can use the same shortening over and over for different foods . . . all without transfer of flavors. Flo-Rite Drain Spout makes draining easy.

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Candles

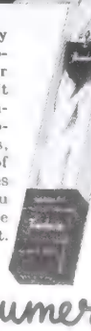
...a flattering welcome for your table guests!

★ Not just ordinary candlelight, but the stately elegance of Will & Baumer Twistolite Candles! That's the crowning touch in your table arrangements which conveys a delicate compliment to your guests . . . unmistakable evidence that you regard their presence as an occasion of special importance!

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★ Order a dozen today from your favorite grocery, housewares, drug or department store, gift shop or florist. The convenient "Two-Pack" protects the lovely colors, preserves the beauty of the satiny finish . . . gives you assurance that you are getting the genuine Will & Baumer product.



Will & Baumer
Syracuse, N. Y.
Leading Candle Craftsmen for Nearly 100 Years

BAKE SOME TO GIVE AND SOME TO KEEP

CONTINUED FROM PRECEDING PAGE

and growing under your fingers. Yeast is a living thing and, interestingly enough, seems to have gregarious instincts; larger batches seem to rise more quickly and have finer flavor—just one more reason why you should save your time, strength, and cooking fuel by making up several packages at once.

You will need:

Hot roll mix
Water
Egg white or melted butter for glazing (optional)

Remove envelopes of dry yeast from 3 packages of hot roll mix. Measure into a large mixing bowl 3 cups very warm water, 100°-125° F. (The temperature is important, for extremely hot water kills yeast, and cold water makes it slow to act.) Dissolve yeast in the water, stirring well; then add the dry contents of the packages and mix thoroughly. Place in a greased bowl, cover, and set in a warm place, 85°-95° F., for 30 to 60 minutes or until it has grown twice its original size.

Where's the warm place? Near a radiator, or in a bowl set over a pan of very warm water, or in an oven which has been heated, then turned off. Check with a room thermometer to be sure that the temperature is not above 95° F.

When the dough is well risen, punch it down, turn it out on a floured board, and work the dough by folding and turning, rolling and kneading. Unlike pastry, yeast dough takes kindly to handling. The hot roll mixes do not *require* kneading, but you'll find you get a more close-textured, finer-grained loaf if you do knead 3 to 5 minutes. Now shape into 6 small loaves. Place, smooth side up, in a greased bread pan. Brush lightly with melted butter, cover with a paper towel, set in a warm place again until doubled in size. Bake in a preheated oven, 400°-425° F., 45 to 55 minutes.

Like a soft and tender crust? Brush the tops of the loaves with melted butter 10 minutes before baking is complete. For a crusty bread, use slightly beaten egg white instead of butter.

Because the hot roll mix contains plenty of shortening and sugar, it makes a richly browned loaf. You can regulate the hue, however, by regulating your oven. For a deep brown, bake at 400°-425° F. throughout; for a lighter shade, make it 425° F. for 15 then reduce to 350° F. un

When properly baked, t will shrink slightly from of the pan and give forth sound when lightly thum ways take loaves from the mediately. Cool right sid wire racks.

Be prepared to see at 3 of your loaves disappe minutes. That's what ha our house. But rescue as you can, cool thoroughly, aluminum foil, and freeze own use, and because th makes the most glorious toast, you may want to slic bread before freezing. needed into the toaster— ing necessary. Whole loav be thawed at room tempe their wrappings. Or, be place wrapped in a slow o 15 minutes. Tastes, look fresh-baked!

To divide the process int dough may be punched d the first rising and put refrigerator, kept there or even for 3 or 4 days. in the refrigerator, it s punched down. Instead frigerator, the freezer ma for storing dough. It's safe there for about a we times it's more convenien the loaves before freez works fine, too. In any cas all wrappings and let d in a warm place until (As you'd expect, chilled dough takes longer to ris end product, if anythin proved.)

We have said quite a this very simple and quick of making bread from a mix, because all of it app ly to all kinds of yeast fancy breads.

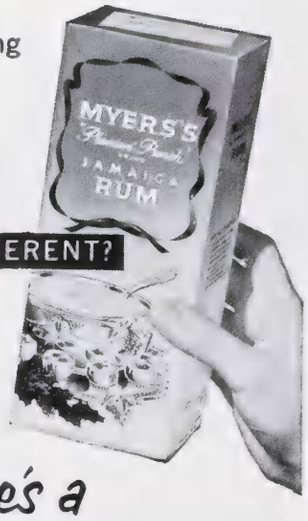
IN SWEDEN the Christm begins officially on Dec when at dawn the "you prettiest" daughter of t hold appears in a long w with a wreath of lights i bringing sweet hot bread to the bedrooms. Lucia's braid, sometimes gilded ored as in medieval time fron—in modern times n with crushed cardamom. coffee cake dough may b

Wreaths for St. L

This, made from a pac roll mix, is particularly A single package makes t one to serve, one to give.

Hot roll mix
Sugar

Looking for a GIFT that's DIFFERENT?



Here's a Happy Thought!

In its festive holiday carton, traditional Myers's Jamaica Rum is *always* a heart-warming gift idea. It's always *right-bodied*, too —not too heavy; not too light!

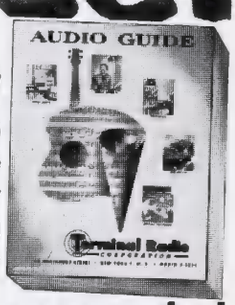
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cardamom
or brandy

sugar
r diced toasted almonds

e the packet of yeast in
ry warm water. Add the
of mix, 3 tablespoons
slightly beaten eggs, and
1 ¼ teaspoon saffron dis-
1 tablespoon warm whis-
andy (or use ¼ teaspoon
or crushed cardamom).
let rise like bread until
bulk. Cut dough into 4
ces; form into rolls about
and coil two pieces at a
a braid, pressing the
ther firmly. Let rise till
latten slightly and place
ased and floured cooky
you brush the inner edges
er, the loaves will not stick
Glaze with an egg beat-
little water. Sprinkle with
-sugar and slivered or
-ted almonds—you know,
that these come all ready
cans. Bake at 375° F. for
to 25 minutes.

known is the Italian bread
kes the very name of
s—*Panettone di Natale*.
h is exactly the same as
Bread. Traditional *panet-*
wever, is never fancily
just a simple rounded
sic decoration—almonds.

nettone di Natale

cipe makes 2 large *panet-*
will need:

nix

non rind

on
nonds

e yeast from 2 packages
l mix in 1 cup very warm
dd the 2 packages of mix,
ons sugar, 4 slightly beat-
nd flavor with 1 tablespoon
non rind. Mix; let rise till
bulk. Then punch down
n and knead it for 5 min-
use *panettone* is a close-
loaf. Set aside and let rise
atten the dough and punch
ain. Distribute over the
tablespoons seedless rais-
4-ounce jar of Dromedary
on; fold dough over and
t twice so that fruit is well
Shape into 2 round
place in 2 greased deep
set aside until again dou-
e. Brush with beaten egg
ted with 2 teaspoons of
d bake at 375° F. for 45

minutes or until puffy and deep golden brown. Remove from pan and turn upside down immediately on a wire rack so that the wire will make a pattern on the *panettone*. Stick whole almonds into the ridges. Or bake the cake in a fluted mold and place a star of almonds in the bottom of the pan. In this case the *panettone* is served upside down.

Beautiful Brioche—
Mix-Made Too!

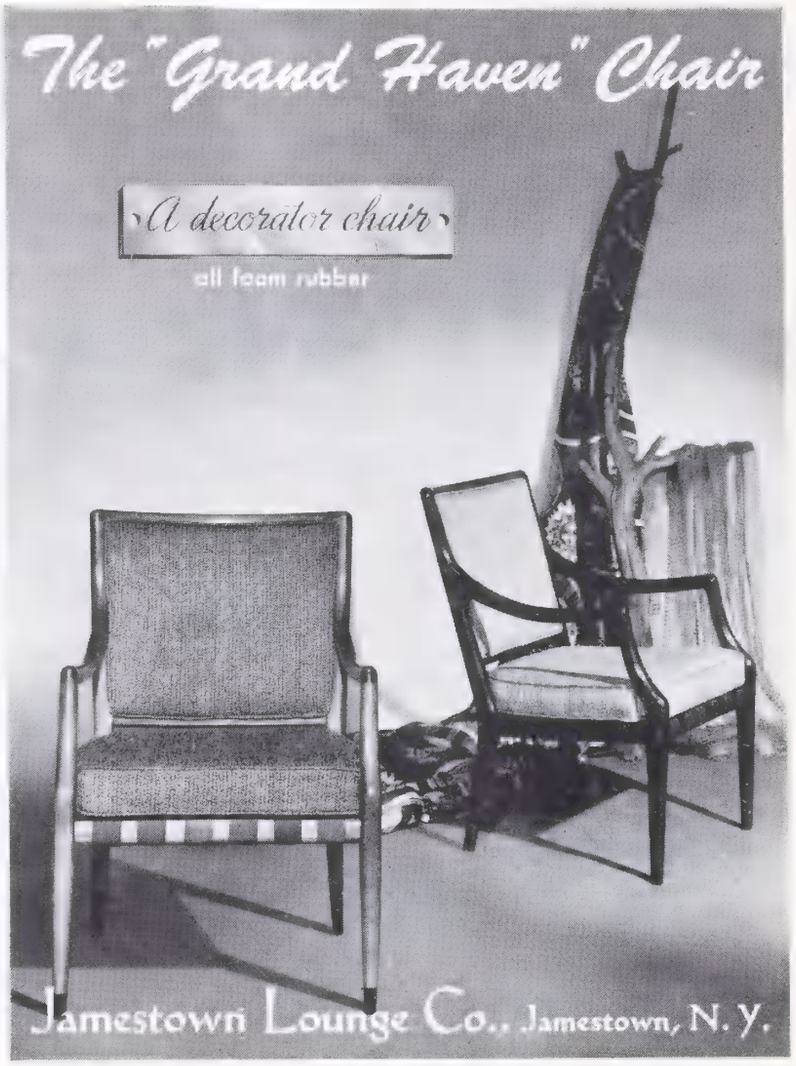
Our recipe cuts out half a dozen operations, rises in ⅓ the time, makes a brioche as French as Paris. Especially designed for freezer storing, it will make 48 brioches or 24 brioches and a King Cake. You will need:

Hot roll mix
Egg yolks
Sugar
Lemon rind or powdered cardamom
Butter

Place in a large bowl 4 envelopes of yeast from 4 packages of hot roll mix, and dissolve in 1½ cups very warm water. Add 1½ packages of the dry mix along with 1 dozen egg yolks (1½ cups) slightly beaten, ½ cup sugar, 1 tablespoon grated lemon rind or 1 teaspoon powdered cardamom. Now—this is the trick—beat the mixture 3 minutes at high speed with an electric beater (takes 10 full minutes with a rotary beater.) Add the rest of the dry mix and mix well. Turn into a lightly buttered bowl, cover with a damp towel and let stand in a warm place until double in bulk. Now chill or not, as you please, 3 hours or overnight. Let rise again until double in bulk. Cut off half and reserve for your King Cake.

Now you divide the remaining ball into 4 parts and reserve ¼ of it for the traditional little topknots. Butter your hands generously and form 24 balls the size of golf balls; form the rest into 24 balls the size of marbles. Grease 24 iron gem pans or fluted brioche molds with butter. Place a large ball in each pan and top with a small ball. Allow to rise again until double in size. Brush with this fabulous butter-and-egg glaze: 2 tablespoons melted and cooled butter mixed with 1 well-beaten egg yolk. What a glisten, what a flavor! Brioche so brushed would be the joy of any proud *pâtisserie*. Brioches are baked in an oven slightly less hot than ordinary rolls, 375° F., for about 20 minutes. Turn out and cool on racks. Freeze between layers of waxed paper in heavy pasteboard or plastic boxes.

(*Please turn the page*)





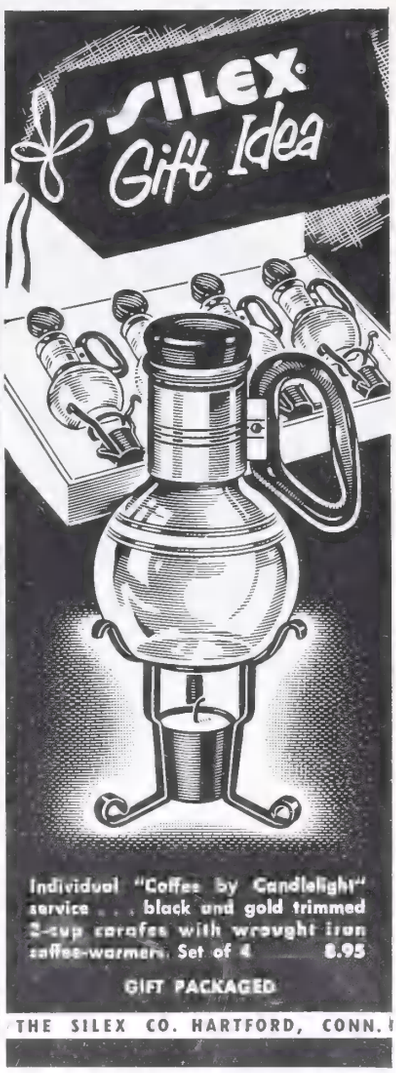
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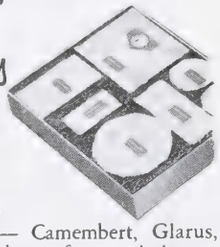
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BAKE SOME TO GIVE AND SOME TO KEEP

CONTINUED FROM PRECEDING PAGE

Creole King Cake

After Christmas, life does go on and so do parties. A King Cake, which in Latin Countries is a kind of super-brioche, belongs to Twelfth Night or *Petit Noël*.

The brioche dough may be used just as it is. Or you may add at mixing time 1 teaspoon allspice; after the second rising you may sprinkle on that half of the dough reserved for the King Cake ½ cup raisins (or raisins and currants), a 4-ounce jar of Dromedary diced citron, and a 4-ounce jar of candied orange peel. Incorporate this into the dough thoroughly.

Brush with the butter-egg yolk glaze like small brioche and bake at 375° F. about 1 hour. The King Cake is usually baked in a ring—use a tube pan or an angel cake pan. We used a Kugelhoff mold.

Part of the tradition of the King Cake is the Lucky Bean. Any kind of a bean will do, the bigger the better, and to make it safely conspicuous, wrap it in aluminum foil. When you decorate the King Cake, let fantasy hold sway; all kinds of bright candies and glazed fruits may be used. Most attractive is a kind of Della Robbia wreath of marzipan fruits.

Monogrammed Fruit Cakes

The idea of monogrammed holiday cakes was inspired by the Dutch who, on St. Nicholas Day, December 6, provide for each child an initial made rather laboriously, we think, from puff paste and almond paste. We find the idea of a homemade fruit cake with a "*banket-letter*" charming, personal, and exceedingly easy, now that all the work has gone out of the fruit cake by way of a packaged mix. The package carries not only its own rich mead of glacé fruits, peels, raisins, and currants, but even a baking and sending box. Even the paper to line the tin is ready for you! Bake several at once.

There's nothing to add except 1 unbeaten egg and 2 tablespoons of liquid—but the liquid may be wondrously varied. For your very temperate friends, use water, pineapple, or grape fruit juice. These make a light fruit cake. For a darker hue, use Welch's grape juice, orange juice, cranberry juice, tangerine juice, or apricot nectar.

The fruitcakes most renowned in song and story are those which the Italians would call *insalata* intoxicated—dreamy with rum, whiskey, or fortified (sherry, port, Madeira, Marsala). Sometimes a tion of wines and spirits is parts fortified wine to 1 pa To make up 3 fruit cakes (a good idea) you woul tablespoons Madeira, for and 2 tablespoons brandy.

Nuts are a perfect addi about ½ cup to each p almonds, pecans, walnut nuts, hickory nuts, or Brazil nuts.

To apply monograms, cakes from the oven 10 mi fore they are done; brush beaten egg white. Apply t grams of glacéed fruits—c cherries, diced citron, ora on, or glazed pineapple— turn to the oven to finish If you want to be very g deed, and hang the expens your specialty shop some angelica. A fragrantly aro green, the angelica belon rhubarb family as you can the look of the pressed-dow Initials made from strip gelica are fragrantly an effective, especially when with cinnamon drops.

Fruit cakes may be stor freezer a year or longer. don't actually need to gi them your precious freez For a fruit cake really nee ing. If allowed to stand i box for several weeks, it better to eat and easier Every week or so, you may the cake lightly with the s holic liquor that went int

If you do put your fruit the freezer, you'll find it boon to slice and cut it i before freezing. Then, whe drop in, you have only to the frozen slices on a pla thaw within minutes.



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"Hallo! A great deal o The pudding was out of th A smell like a washing-d was the cloth. A smell eating-house and a pas next door to each other laundress's next door to th was the pudding! In half Mrs. Cratchit entered—flu smiling proudly—with the like a speckled cannon-bal and firm blazing in half quartern of ignited bran

Christmas holly stuck
"
ckled cannonball" of
none other than that
onal of all Christmas
glish plum pudding.
centuries this sturdy
dergone extensive al-
n a mush-like porridge
pudding. Thus we are
radition when we sug-
ding made with two
pressure cooker.

ım Pudding

d:

Mix
ixie Fruit Cake Mix
ra, brandy, rum, whiskey
ice

package gingerbread
f the amount of water
the package; add 1
omedary Dixie Fruit
egg and 2 tablespoons
ira, brandy, rum, whis-
e juice, and stir until
l. Put mixture into a
3-pint pudding mold
ot be more than ⅔
mold on the rack in
cooker, pour boiling
the mold (2½ cups
cooker. 3 to 4 cups for
ker) and steam 30 min-
valve open. Pressure
ounds for 45 minutes
reduce pressure in-

s a large, dark pud-
erly rich but wonder-
t, yet delicate. Serve
a liquor that matches
in the pudding, and
raditional hard sauce
be bought) with com-
s.

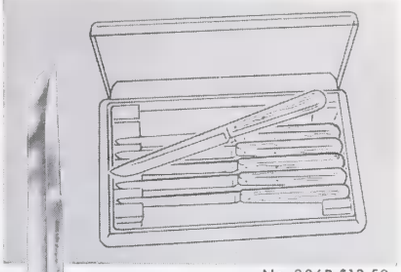
e stored in its own
pantry. (If you must
old, wrap the pudding
foil instead.) Freeze
, or sprinkle with a
and store in a covered
box.

ecret Fruit Cakes

e treasures of Texas is
lark and richly fruited.
een able to lay hands
itional recipe. But, to
my remembrance, this
e from a package of
mix and one of Dixie
Mix really does it! You

Devil's Food Mix
Dixie Fruit Cake Mix

1 Cocoa

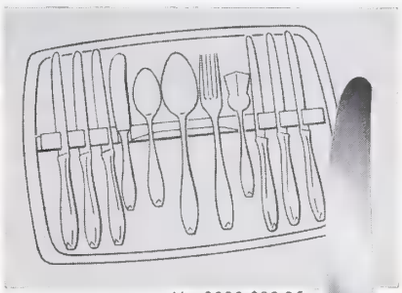


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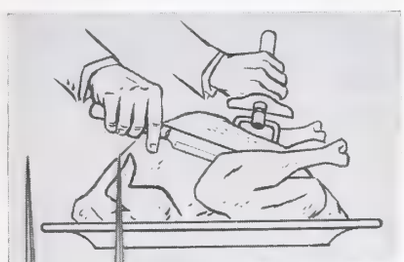


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Mix Dromedary Devil's Food Mix according to package directions. In a separate bowl combine Dromedary Dixie Fruit Cake Mix with 1 egg, 2 tablespoons Baker's 4-in-1 Cocoa and, for liquid, 2 tablespoons whiskey. Blend the two batters well and bake like cup cakes in well-buttered iron pans in a moderate oven, 375° F., for about 15 minutes. Do not overbake. Turn pans upside down on wire racks; when cakes are cool, lift off the pans and decorate with festive simplicity with a scattering of silver *dragées*. Makes 24 cup cakes.

Rock Candy Mountains

For these, you use the same batter as for the Dark Secret Fruit Cakes and bake in 24 gem pans or fluted brioche molds. The news lies in the decorative topknot of old-fashioned rock-candy crystals. Break the candy into small pieces and pull off the strings; dip into whiskey for 2 or 3 seconds, then place on the cakes, pressing them in slightly. Looks enchanting.

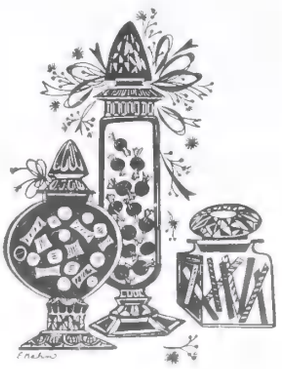
Accessories in the kitchen shown on pages 126-127 and 138-139 are:

Cooking utensils: "Wear-Ever" Hallite pots and pans, The Aluminum Cooking Utensil Co., New Kensington, Penna. "Presto" pressure cooker, National Pressure Cooker Co., Eau Claire, Wis.

Accessories: "Martex" dish towels, Wellington Sears Co., New York. Brass salt and pepper grinders, courtesy of Bergdorf Goodman Co., New York. Copper deep dish pie pan, courtesy of Soupçon Gift & Food Shop, New York. Lettuce baskets, round wooden bowl, ravioli cutter, cookie cutter, 3 brass pitchers, copper cannisters and bread box, tall wood salt and pepper grinders, all courtesy of Bazar Francais, New York. Copper and brass coffee pot and oval brass trivets, courtesy of Carole Stupell, Ltd., New York. Round wire trivets, courtesy of R. H. Macy & Co., Inc., New York.

Food accessories: Spices, Spice Islands Co., Inc., San Francisco, Calif. "The Christian Brothers" brandy, Fromm & Sichel, Inc., New York. "Leacock" Madeira wine, Julius Wile Sons & Co., Inc., New York. Decanter of Schenley rye, Schenley Industries, Inc., New York. "Dromedary" Dixie Fruit Cake Mix and boxes, The Hills Brothers Co., New York.

Appliance: "Dishmaster" faucet, Gerity-Michigan Corp., Toledo, Ohio.





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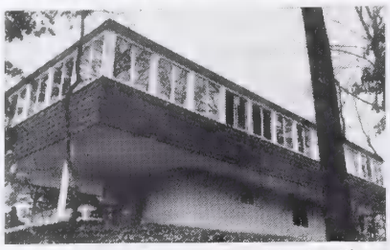
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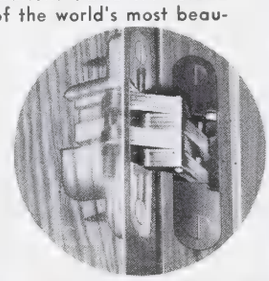
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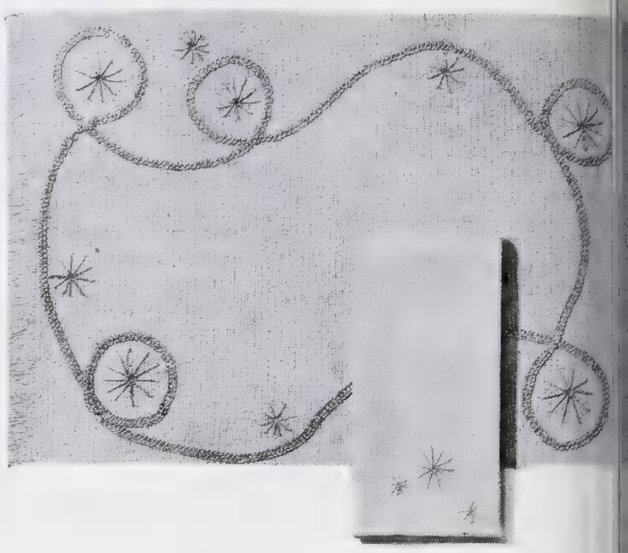
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CREATE GOLDEN GLAMOUR WITH NEEDLE AND THREAD

CONTINUED FROM PAGE 124

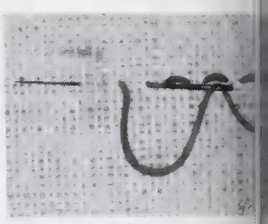


Mat above is made of Italian straw available in many colors. Ma tesy of Bloomingdale's. The tinsel silver stars are fast to mak ming is silvery braid, but you can duplicate it with the Pekines

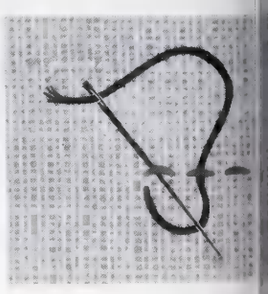
Pekinese Stitch

This could be used on place mat above to make a tracery the groups of stars. This braid-like stitch, worked in cont colors, is a trimming or bordering device. On mat shown, v a commercial silver braid, but if you want all the stitch mat to be your very own, you can easily learn this stitch

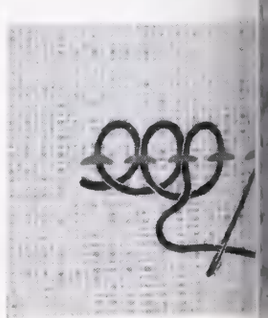
1. Make foundation of backstitches to cover area where you wish braid to go. Starting from right-hand side, take a small backstitch to right bringing thread out on under side of fabric twice as far to the left as length of backstitch. Bring needle through, and make another backstitch, leaving spacing between backstitches same length as stitches. (This can be varied if you wish, but in learning try to keep uniform.)



2. With contrasting yarn or metallic thread, start at left-hand side of line of backstitches, bringing needle out below the first backstitch. Without taking up any material, slip your needle upward under second backstitch to right. Hold working thread with your left thumb to control tension. Pointing needle downward, bring thread through first backstitch.



3. Take working thread upward through third backstitch to right, downward through second backstitch, and so proceed until you have woven thread through all the backstitches. Notice that each backstitch, except first one, now brackets two strands of the contrasting thread.

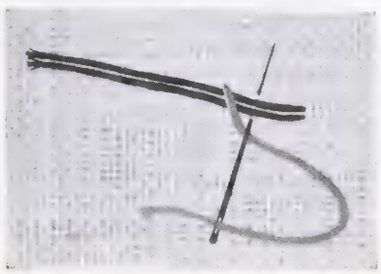


thread being used will determine how wide your backstitches and what space allowance you wish to leave between. The bar stitch should be gauged to hold threads drawn through it tight keep them in place. Experiment with this until you achieve effect. Notice that back side of the backstitches is an outline

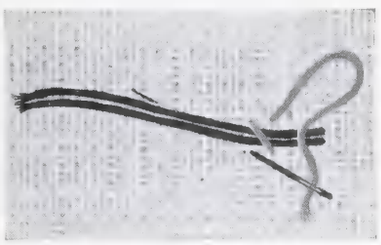
ry compact braid you would probably wish to leave no space be- backstitches but let second begin where the first left off.

Crossed Couching

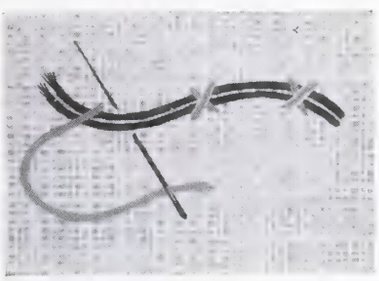
s of the couching stitch are used in the art piece, page in the meandering design of the Thaibok silk mat on Simple couching was explained in Lesson 2, March 1952. ersion of the simple couching stitch will add to the deco- ality of your work, at the same time increasing strength ng stitch. The method consists merely of laying your ead on the fabric and catching it down with a finer thread.



lle from upper side of couched, drawing work- oss and to right. Insert oric and under couching ake an upward vertical read through.



w complete cross stitch rking thread over first h and inserting needle elow couching threads. g stitch under fabric re you wish next crossed These may or may not spaced, but each cross orm a well defined cross.



e of couching appears in e on page 125 where sz has couched chenille des of a square, using a g stitch uniformly spaced. square she has produced ect by taking a slanting h on each row so that stitches form a slanting ners of square to center. on shows crossed couch- sed along the sides of d a single slanted couch- the corners. This makes pronounced. This close ld just as effectively be circle mass.

e turn the page)











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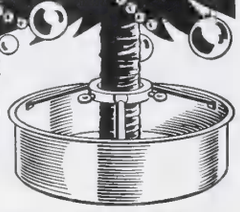
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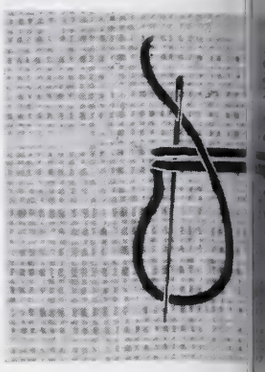
CREATE GOLDEN GLAMOUR WITH NEEDLE AND THREAD

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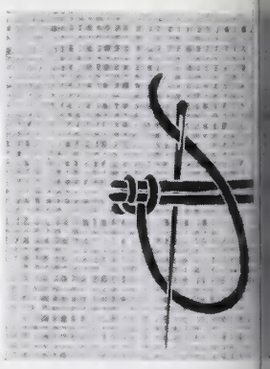
Detached Buttonhole

Both the art piece on page 125 and the mat shown with it the detached buttonhole. If you did not get this lesson (March 1952) we reprint it here. Several variations in it possible—irregular loops or worked in a circle.

1. To start the detached buttonhole stitch you make a bar of 2 or 3 long horizontal stitches through the fabric. Bring your needle out at one end of the bar. This diagram shows how to start the first row working from left to right, but as you will see, the direction may be reversed. Draw your thread around toward the right in a counterclockwise direction to form a loop, and insert your needle under the bar of horizontal stitches so that it points into the loop. But do not take up any of the fabric. Hold the loop down with your left thumb so that when you pull the needle through it will cross the loop.



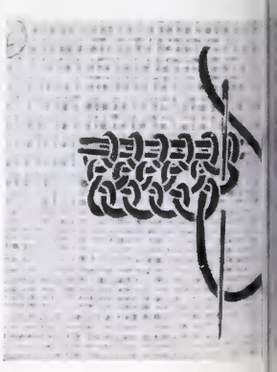
2. Continue along the length of the bar, inserting your needle each time under the bar stitches but not through the fabric, and remembering to hold the loop down with your left thumb.



3. When you reach the end of the first row, reverse your direction as follows: Draw your thread around toward the left in a clockwise direction and insert your needle under the next-to-the-last buttonhole stitch on the bar so that it points into the loop. Do not take up any of the threads that form the bar. Hold the loop down with your left thumb as before.

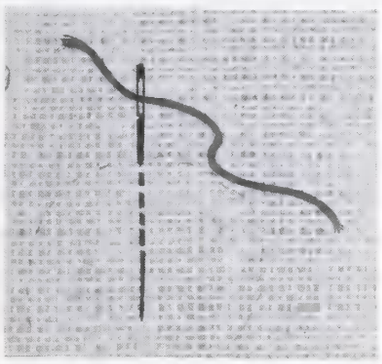


4. By the time you reach your third row of detached buttonhole stitches you will have decreased your work by 2 stitches since you skipped the end loop each time you reversed your direction. If you want to keep from decreasing further, you will have to make 2 stitches through the last loop at the right end of the second row. When making the very last stitch, take up a few threads of the fabric along with the loop to give an anchor to the side of your work.

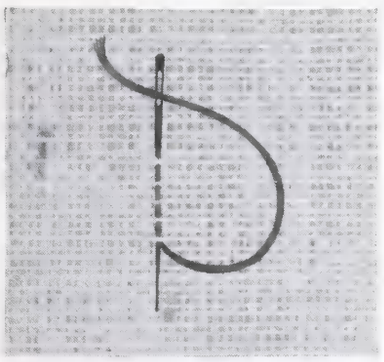


Star Stitch

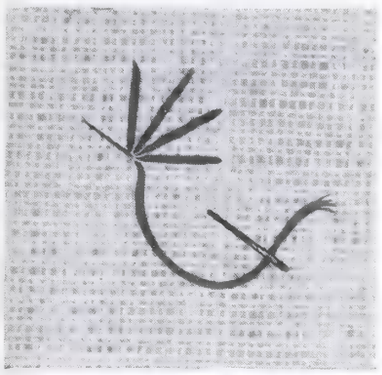
e with basic flat or satin stitches worked like the wheel, each stitch finishing in the center. If you use n fabric for your mat, the eight or nine stitches re- ike your star will work a little eyelet in the center. ch both sides of your work will look the same.



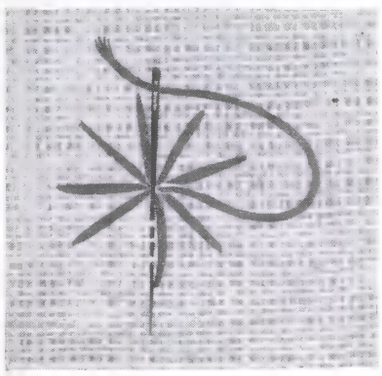
om edge of an imaginary umber of small running aight line toward center r thread. Bring point of center of circle. Pull h.



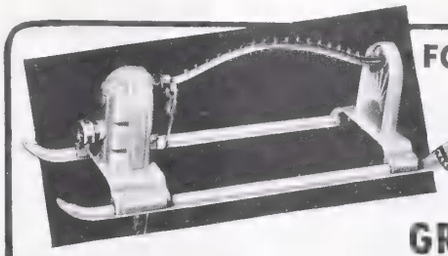
lle at starting point on and take stitch through g needle out at center. , you will bring your he same place with each g an open eyelet.



om center make a series s of varying lengths to ar. Their irregularity of acing, and the little hole ter add to the attractive- sign.



r work by running a few under last spoke. You e thread by weaving it ds on the reverse side



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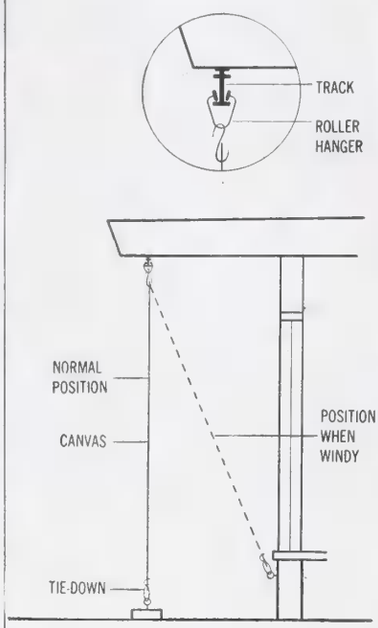


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47 WAYS TO LICK A TOUGH WINTER CLIMATE

CONTINUED FROM PAGE 159



Canvas sunshade is outside house to keep afternoon sun heat from entering kitchen windows. Canvas ties to house when used on windy days, rolls back easily (roller hangers) for storage.

This Vermont house was built by Miriam Flick for herself and her husband. Professional consultants for the project were:

Roy S. Johnson	Architecture
Ethelbert E. Furlong	Landscape Design
John D. Dillon	Heating
Thomas Smith Kelly	Lighting
D. P. Caverly	Electrical Plan
Faber Birren	Color Styling
Winslow Nurseries	Landscape Nursery
Patricia Holsaert	Decorator

Resources for the materials, equipment, and services specified for this house are listed for your convenience.

The basic house appears on pages 152-153.

Structure: Douglas Fir Framing, Brick, Drury Brick Co., Essex, Vermont. Cement, "Brixment," Louisville Cement Co., Louisville, Kentucky. Steel joist hangers, Donley Bros. Co., Cleveland, Ohio. Cast iron pipe, Cast Iron Soil Pipe Institute, Chicago, Ill.

Exterior wall surfaces: Tongue-and-groove vertical cypress siding, Douglas fir sills, 3 x 6's and all structure members. "Woodtox," Wood-Treating Chemicals Co., St. Louis, Mo. Aluminum nails, Reynolds Metals Co., Louisville, Ky. Exterior finish, Breinig Bros., Inc., Hoboken, N. J. "Coprox" waterproofing for concrete walls below grade, Coprox, Inc., New York, N. Y. Pentachlorophenol wood-preservative for tree-posts in bedroom terrace, Monsanto Chemical Co., St. Louis, Mo.

Doors: Flush panel doors, Roddis Plywood Corp., Marshfield, Wis. Garage door, Overhead Door Corp., Hartford City, Ind. Sliding doors, Holcomb & Hoke Mfg. Co., Indianap

Door hardware: "Doorma opener for garage door, Inc., and B. A. Smith & Island City, N. Y. "Dorflo" hardware on bathroom Mfg. Co., Hibbing, Mic latch sets, Sargent & Co., Conn. Sliding door track, & Hardware Co., Flus Hinges, Hager & Sons Hi St. Louis, Mo. Knobs, han net doors in kitchen an Washington Steel Produ coma, Wash.

Weather-recording instru Instrument Division, Be Corp., Detroit, Mich. Weather Bureau, Washing

How the site and the help temper the winte shown on pages 154-15

Interior wall surfaces: faces: comb-grained whi trance halls and living striped mahogany in b birch in kitchen, bedro cabinets in bedroom, bat ing rooms, all Roddis Pl Marshfield, Wis. Birch a wood in garage-recrea room," Atlas Plywood C Mass. Wall paneling i "Panelyte," St. Regis Pap York. Oak and mahogany plied by high-frequency ing," Woodwelding, Ir Calif. All paints and duPont de Nemours & Co Del. Grasscloth wallpap room corridor, Fine Art W Inc., New York. Basket wallpapers on guest bed bach & Warren, Inc., Ne for folding walls, wardrol wardrobe bags, Firestone Inc., Pottsville, Pa. M Minnesota Mining & Mfg. Minn. Fabrikona and Fa papers for master bed Wiggins Sons Co., Bloom

Windows: Awning windo Sash & Door Co., Fort La "Thermopane" insulating ing) glass, Libbey-Owe Co., Toledo, Ohio. Fixed tom-made. Screens, H Cloth Div., Continental C Industries, Inc., Hanover

Lighting fixtures: Ceiling tures, Stamford Manuf New York. Custom-mad lights, Rigidized Metals N. Y. Fixtures, Middlet New York. "Touchplate Hatton & Co., and Tou Co., Long Beach, Calif.

Floor surfaces: Main ho Corlon," Armstrong Co caster, Pa. White oak in and stairs. Gray-green slate for entrance hall, he terraces, Vermont Structu Fair Haven, Vermont.

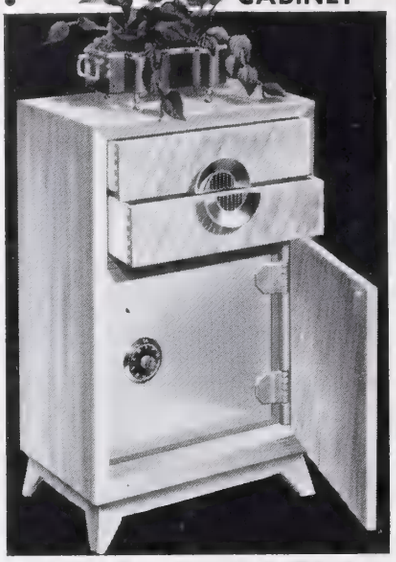
Accessories: "Flexscree screen, grates, and andi Ireland, Inc., Norwich, N nerstone steel box made Stainless Products Co.; from Washington Steel ington, Pa. Electric grill, Co., Chicago, Ill. Bath Charles Parker Co., New

Insulation is vital in areas. This house emp ber of insulating mate vices. These are show 156-157.

Floor slab: Waterproofi over stone fill, "Kapco"

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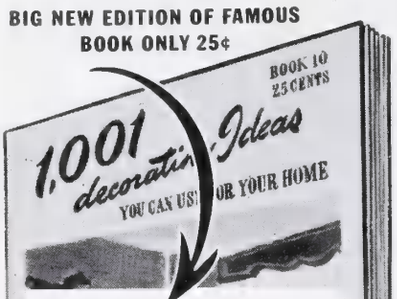
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47 WAYS TO LICK A TOUGH WINTER CLIMATE

CONTINUED FROM PAGE 224

stone Asphalt Products Co., Chicago, Ill. Slab perimeter insulation, "Foamglas" insulation, Pittsburgh Corning Corp., Pittsburgh, Pa. Insulating concrete in rough slab and trunk ducts, Perlite Institute, New York. Reinforcing wire mesh in both bottom and top slabs, Wickwire Spencer Division of Colorado Fuel & Iron Corp., New York. Red rosin paper under top slab, Union Bag & Paper Corp., New York.

Wall insulation: Insulating sheathing "Homasote," Homasote Co., Trenton, N. J. Building paper in stud walls, "Duplex" paper, Union Bag & Paper Corp., New York, Aluminum foil on studs, Reynolds Metals Co., Louisville, Ky. Between studs, "Fiberglas" insulation, Owens-Corning Fiberglas Corp., Toledo, Ohio.

Roof insulation: Ceiling finish and insulation, "Insulrock" panels, Insulite Co., Minneapolis, Minn. Aluminum foil vapor seal, Reynolds Metals Co., Louisville, Ky. "Fiberglas" roof deck insulation, Owens-Corning Fiberglas Corp., Toledo, Ohio.

Roofing: Built-up 5-ply roofing, Barrett Div., Allied Chemical & Dye Corp., New York. Marble chip topping, Vermont Marble Co., Proctor, Vt.

Weatherstripping: Bronze weather strips and "In-Dor-Seal," Chamberlin Company of America, Detroit, Mich.

Shelving supports: Adjustable shelf standards in bookcases and wardrobes, Reflector Hardware Corp., Chicago.

Insulating draperies: Designed by Jack Lenor Larsen, New York. Interliner core of flexible glass fibers, "Fiber-Temp," Owens-Corning Fiberglas Corp., Toledo, Ohio, and Samuel Kaplan & Sons Co., New York. Natural Pakistan goatshair fabric as lining and fabric (except in bedrooms), Goatspun, Inc., New York. "Fortisan Gauze," fabric (bedrooms), Titus Blatter & Co., New York. Drapery hardware, The Kroder-Reubel Co., Inc., Brooklyn, N. Y. Quilting done by Samuel Kaplan & Sons Co., New York.

Casement draperies: (for summer, except in bedrooms) sheer Fiberglas, Owens-Corning Fiberglas Corp., Toledo, Ohio, from Cameo Curtains, Inc., New York. Heavy boucle "Fiberglas" in bedrooms, Witcombe & McGeachim Co., New York.

Winter casements: Transparent, loosely woven net, Cohn, Hall, Marx, New York. Roll shades for snow glare and spot control (except in bedrooms) walnut woven wood, Tropicraft, Inc., San Francisco. In the bedrooms, natural inside bark, Bamboo & Rattan Works, Hoboken, N. J.

Exterior sunshade: Canvas, Canvas Institute, Memphis, Tenn. Track and hardware, The Kroder-Reubel Co., Inc., Brooklyn, N. Y.

The special heating system is shown on pages 158-159.

Heating: Forced air, oil-fired furnace, Lennox Furnace Co., Marshalltown, Iowa. Radiant heating ducts in floor slab, "Natco" standard structural clay tiles, National Fireproofing Corp., Pittsburgh, Pa. Separating strips between tiles, "Kapco" board, Keystone Asphalt Products Co., Chicago, Ill. Regulating registers, Barber-Colman Co., Rockford, Ill. Water-coil air conditioner, Aerofin Corp., Syracuse, N. Y. 1000-gallon tank for fuel oil, Buffalo Tank Corp., Dunellen, N. J. Clay tiles and chimney flues. The Robinson Clay Products Co., Akron, Ohio.

Heating duct insulation: Insulation on furnace, furnace ducts and wall ducts. "Dux-Sulation," Grant W Chicago, Ill.

Supplementary heating: G heating panels in kitchen rooms, Continental Radi Heating Corp., New Yor cable on roof edge, Centr Public Service Corp., Rutlan

Heating controls: Minneap well Regulator Co., Minnea Fireplace dampers, The D Co., Cleveland, Ohio.

Bathroom fans: Pryne & C Calif.

Water heater: Rheem Mfg York. 275-gallon fuel oil tan heater, Tragessor Copper V Maspeth, N. Y.

Water system: Pump, The F & Bros. Co., Ashland, Ohi ized, pneumatic tank for re storage, John Wood Mfg. Conshohocken, Pa.

Plastic skylights: "Skydome Flashing Co., Cambridge, taining "Plexiglass," Rohn Co., Philadelphia, Pa.

Flashing and metal work: roof flashing, chimney cap, and fascia, Lead Industri tion, New York. Drains for terraces, Norman Boosey Div. American Skein & Fo Racine, Wis.

Lightning protection: Rods around perimeter of roofs, Thompson Co., Minneapolis

Plumbing: Bathtubs, water c tories, and shower fittings, Co., Chicago, Ill. Annodize moldings, The H. A. Leec Hamden, Conn. Copper tu Mathes Co., Long Island

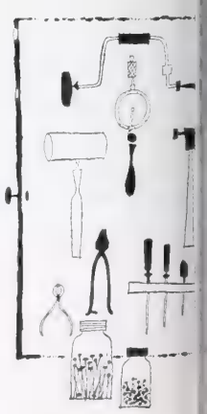
Incinerator: "Kernerator," ger Destructor Co., Inc., N

Wall safe: The Mosler New York, N. Y.

Electrical accessories: Ar Hegeman Electric Co., Har Plug-in strips, National El ucts Corp., Pittsburgh, Pa.

Door Chimes: Rittenhouse Honeoye Falls, N. Y. Albuqu Mexico.

Kitchen and laundry equipr refrigerator, and freezer, Div., Nash-Kelvinator C Mich. Dishwasher, Hobart Troy, Ohio. Sinks, Legion S Corp., Long Island City, N and strainers in sinks, Young Corp. Chopping b Bruce Co., Memphis, Tenn. chine, Necchi Sewing Ma Corp., New York. Stainless sories (also for bathrooms) ton Steel Products, Inc., Tac Grease traps, J. B. Wise, town, N. Y. Tile on sewi United States Quorry Tile C Ohio.



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tucked away behind the partitions.
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o live here are honored guests.
eplace adds to the homelike atmos-
oes the skylight cut into the ceiling.
t, cheerful color scheme and the
comfort of the furnishings make
as inviting as a downstairs living
t more than any of these features,
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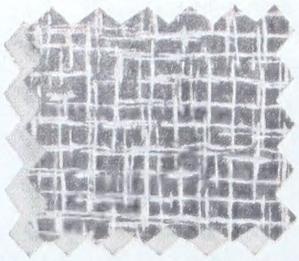
It gives you complete information about Armstrong's Cork Tile for both floors and walls. A sketch plan of this attic apartment with a color-scheme description and list of furnishings will also be sent free on request. Just send your name and address to Armstrong Cork Company, Floor Division, 5312 Atkins Avenue, Lancaster, Pa.



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